

A laptop is open on a desk. To the left of the laptop, there is a pen and a small orange sticky note. Below the laptop, there is a black object, possibly a phone or a small device. To the right of the laptop, there is another pen. The background is a blurred desk surface.

# WELCOME TO COOLIDGE

*Digital Marketing Overview, Course Outline & Launch Day!*



# WHAT IS THE GOAL?

*educate. practice. apply.*

Your experience in the Coolidge Academy should help you be more prepared for success in the field of Digital Marketing.

Our content is designed to educate you on best practices in the industry, give you an opportunity to develop your own skills, and apply them to yourself and your own business idea.





# 12

Number of courses in our  
V2 of Coolidge.

# 6

*Number of in-person classes*

*Each class will cover 1-3 courses, and provide an outline of homework assignments to be completed before the next class.*



THE GOAL IS

**GROWTH**

EDUCATE - PRACTICE - APPLY



COOLIDGE

# CLASS 1

## *Overview, Outline & Launch Day*

- *Pick your 'product' and your 'place'*
- *Decide on a domain name*
- *Identify some competitors*





# CLASS 2

## *Branding and Messaging*

- *Branding and Design Fundamentals*
- *Photography*
- *Web Writing*



# CLASS 3

## *Websites, Wordpress, and SEO*

- *Websites and Wordpress*
- *Search Engine Optimization*
- *Conversion Rate Optimization*





# CLASS 4

## *Social and Email*

- *Social Media Marketing*
- *Email Marketing*
- *Digital PR*





# CLASS 5

## *Analytics*

- *Google Analytics*
- *Data Analysis*
- *Strategy*



# CLASS 6

## *Marketing Ethics*

- *Staying clean in a polluted industry*
- *Leading your colleagues*
- *Business leaders with integrity*
- *Driven by principles*







# MARKETING

## IN 60 SECONDS

*Every agency expects you to know  
the 4 p's of marketing.*

Price

Product

Promotion

Place



# YOUR TURN!

# PICK A

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*Ready... set... go!*



## YOUR TURN!

### NAME

what should they  
remember?

### LOCATION

where you makin' it?

### PRODUCT

whatcha bakin'?

### DOMAIN

whatsyourname.com

### COMPETITORS

who is there already?

### PRICE

michelin or fast food?



## **HOMEWORK**

# COMPETITORS

Make a spreadsheet of your competition.

Take notes on their positioning, pricing, distance from your location, and their personality.





**IF YOU DON'T KNOW  
YOUR COMPETITION, YOU  
DON'T KNOW YOUR  
OPPORTUNITY.**

*They aren't your enemies, but you should know their names!*

