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



Overview, Outline & Launch Day

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





Branding and Messaging

- Branding and Design Fundamentals
- Photography
- Web Writing





Websites, Wordpress, and SEO

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





Social and Email

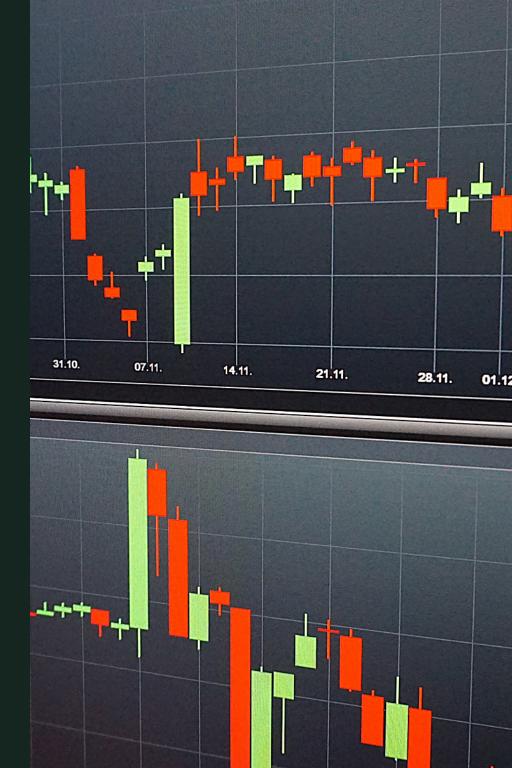
- Social Media Marketing
- Email Marketing
- Digital PR





Analytics

- Google Analytics
- Data Analysis
- Strategy





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

Ready... set... go!





YOUR TURN!

NAME

what should they

remember?

LOCATION

where you makin' it?

PRODUCT

whatcha bakin'?

whatsyourname.com

DOMAIN 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!

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