

Digital Marketing Optimization: Turning Reach into Revenue



For stressed out marketers that want to **stop spending time you don't have learning digital strategies that no longer work** from the "ultimate guide" you quickly realized was just a guide to buying their product.

Get Ready to Get Your Geek On! This two-day workshop is designed to help you stay ahead of the digital optimization curve by focusing on what's working now. Learn strategies and execution hacks you can quickly apply to your own digital channels. Choose either [Day 1](#) or [Day 2](#) for only \$499 or sign up for [both days](#) for just \$749.

DAY ONE: BUILD YOUR DIGITAL MARKETING FOUNDATION TO DELIVER RESULTS

November 7, 2017 from 9:00 a.m. to 4:00 p.m. at 11710 Plaza America Drive in Reston, VA 20190

BUILDING YOUR DIGITAL MARKETING ENGINE

- Framework for data driven digital marketing
- Digital sales funnel - What's Working Now
- Audience & buyer personas
- Key Plays & buyers journey
- Moving from Integrated to Connected

EMAIL: MESSAGING, STRATEGY, INTEGRATION

- Fundamentals of email campaigns
- Copywriting, deliverability and more
- Open rates, engagement and conversions
- A/B testing: what to test; tools to execute
- Unified connected campaigns

ALWAYS ON (EVEN WHEN YOU'RE NOT)

- ToFu, MoFu & BoFu for lead nurturing
- Drip campaigns
- Trigger based campaigns
- Lists, offers and calls to action

SOCIAL MEDIA HACKS TO DRIVE GROWTH

- Facebook - tips, hacks & best practice
- LinkedIn - tips, hacks & best practice
- Twitter - tips, hacks & best practice
- Instagram, Pinterest, Yelp, G+ and more
- YouTube - tips, hacks & best practice
- Tech industry specific platforms

REV UP YOUR SEARCH ENGINE MARKETING

- How Google AdWords works
- Retargeting
- SEO: Get Discovered!
- Attract and retain more relevant traffic
- Local, mobile, GPS, social, app discovery

TAKING THE FEAR OUT OF GOOGLE ANALYTICS

- Setting up a report that makes sense
- Tracking what matters to you
- Setting up goals
- Driving objectives
- Beyond keywords

COWORKERS ARE NOT A VALID TEST MARKET

- Optimization Testing 101
- User testing: landing pages that convert
- Using Social Media to test your campaigns
- Content Optimization: performance testing

SMALL CHANGES, BIG RESULTS

- Small changes that increase conversions
- Experiment and create optimized digital experiences with minimal technical resources
- Landing pages, offers & calls to action
- Images and videos: static and interactive

About the presenter: Founder of Blue Bird Marketing Group, Cathryne Rowe is an expert consultant on digital marketing strategies. For over 16 years, she has worked directly with leading technology providers including Microsoft and its partners, Dell, AIS (Applied Information Sciences), Unisys, IDV Solutions, Booz Allen, Surf Communications Solutions, Ventera, ExaGrid, Time Warner Cable, DLT Solutions, Satellite Industries and many others building marketing programs that have produced multi-millions in sales. Her expertise is based on years in the trenches, executing thousands of campaigns, across hundreds of verticals yielding countless lessons learned.

DAY TWO: BUILD CONTENT AND ANALYTICS WORKFLOWS THAT DRIVE OBJECTIVES

November 8, 2017 from 9:00 a.m. to 4:00 p.m. at 11710 Plaza America Drive in Reston, VA 20190

CONDUCTING AN ACTIONABLE CONTENT AUDIT

- Content inventory vs content audit
- 7 steps to success
- Tips and tools
- Taking Your Audit Further - A+++ for you
- Content Library best practices

BUILDING A CONTENT MARKETING PLAN

- Creating a one-page plan
- The ultimate calendar
- Becoming your #1 Media Outlet
- Maintaining your brand across channels
- Content syndication, blogs, social and more

CREATING CONTENT THAT CONVERTS

- Hacks for creating relevant content quickly
- Hacks for repurposing content
- A deep dive: Audience & Buyer Personas
- Aligning Key Plays to your Buyers Journey
- Turning customers into digital evangelists

QUICK TIPS FOR DIGITAL COPY SUCCESS

- Writing for the web
- Mobile Matters
- Persuasive, scannable copy
- When in doubt, weed it out
- Creating killer social media content (without using hilarious kitties, unless that aligns with your brand of course)

VIDEO KILLED THE RADIO (AND PRINT) STAR

- And, video is killing it online too
- Developing your story board and script
- Resources - hiring talent on a budget
- Creating value that engages
- The power of YouTube, Vimeo and more

CONTENT MARKETING METRICS BY CHANNEL

- Consumption & Retention
- Sharing & Engagement
- Leads & Sales
- Production
- Metrics made easy

EXCEL FOR MARKETERS: TIPS, HACKS & HALLELUJAH

- 6 excel tricks to make you a power user
- Advanced-to expert-level hacks
- Pivot tables, charts & Vlookups! Oh, my...
- Let's CONCATENATE! This data I thee wed

IN AN OCEAN OF DATA, WALK ON WATER

- Marketing Performance Dash Boards
- Data to optimize campaigns - personalization
- Removing the complexity from analytics and campaign measurement
- Roadmap to optimized analytics usage
- Presenting analytics to executive leadership

Ready to sign up? Heck Yeah! Let's do this:

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Digital Marketing Optimization Registration Form

[updated 10.27.17]

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- ✓ Check the box to indicate which you plan to attend. Please complete the form below and email to cathrynerowe@bluebirdmarketing.com

<input type="checkbox"/>	Nov 7 th - DAY ONE:	\$499 - BUILD YOUR DIGITAL MARKETING FOUNDATION TO DELIVER RESULTS		
<input type="checkbox"/>	Nov 8 th - DAY TWO:	\$499 - BUILD CONTENT AND ANALYTICS WORKFLOWS THAT DRIVE OBJECTIVES		
<input type="checkbox"/>	Nov 7 th & 8 th – BOTH:	\$749 - DIGITAL MARKETING OPTIMIZATION		
Amount to Charge:				
Card Number:			CSV	
Card Type	Amex MC Visa	Expiration Date:		
Billing Address:				
City, State, Zip				
Card Holder Name:				
Signature:				
Date:				

Your Credit Card Billing Statement will read **"Blue Bird Marketing Group, LLC"**.

Blue Bird Marketing Group reserves the right to cancel the courses at any time due to unforeseen circumstances beyond our control. All courses are at from 9:00 a.m. EST to 4:00 p.m. EST at 11710 Plaza America Drive in Reston, VA 20190. **You will receive an e-mail with instructions and driving directions. WiFi access will be provided, so feel free to bring your laptops as needed.**

Unless proper cancellation notice is received in writing at least 48 business hours, business days only, prior to training date, all charges are final and non-refundable. Reservations cancelled with proper notice shall carry a USD \$25.00 non-refundable cancellation fee.

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