

DIGITAL MARKETING BASICS

Online Marketing for Beginners



LEARNER WORKBOOK



Table of Contents

LEARNER ACTIVITIES

Guided Campaign Search Part 1	4
Guided Campaign Search Part 2	7
Paid Media	9
Owned Media	11
Partnership	14
Earned Media	15
UI/UX	16
Moving Forward	18
LinkedIn Project	23

APPENDIX

Adding LinkedIn Projects	A1
Glossary of Key Terms	A3



DIGITAL MARKETING BASICS

Learner Activities

Guided Campaign Search Part 1

Step 1

Find a company you admire, follow, or want to learn more about in regards to their marketing campaigns. For example, a popular drink company, such as Pepsi.

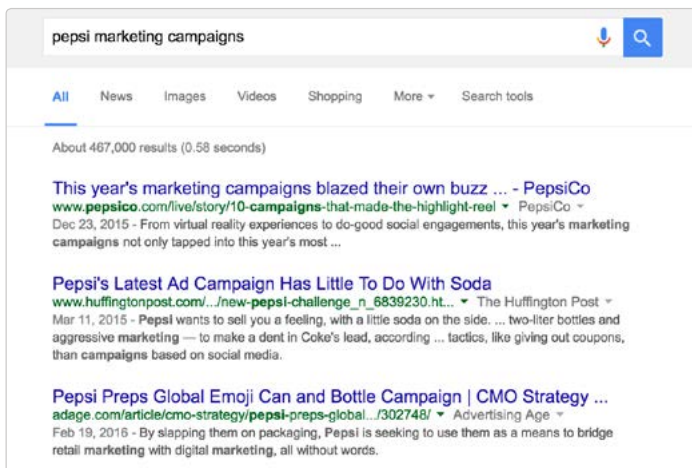
The company I want to use for this activity is _____

Step 2

Do a search focused on the company you select for this activity. For example, "Pepsi marketing campaigns".

I did a Google search for the company and found mentions and or specific campaign information for the following campaigns (list 1-3):

1. Campaign Name _____
2. Campaign Name _____
3. Campaign Name _____



Note

You might find a list of various discussions, articles, or even lists of recent Pepsi campaigns. See the image to the left for an example, including mention of recent campaigns, such as the "Global Emoji" campaign.

Step 3

Once you find a campaign for the company that you like or are interested in, do another search specifically on that campaign using social media networks. Let's hear what the world is saying about these campaigns!



Guided Campaign Search Part 1 (cont'd)

Company Name _____

Campaign Name _____

What does Twitter say about the campaign?

What comments did people on Twitter make about the campaign?

What does LinkedIn Say about the campaign?

What comments did people on LinkedIn make about the campaign?

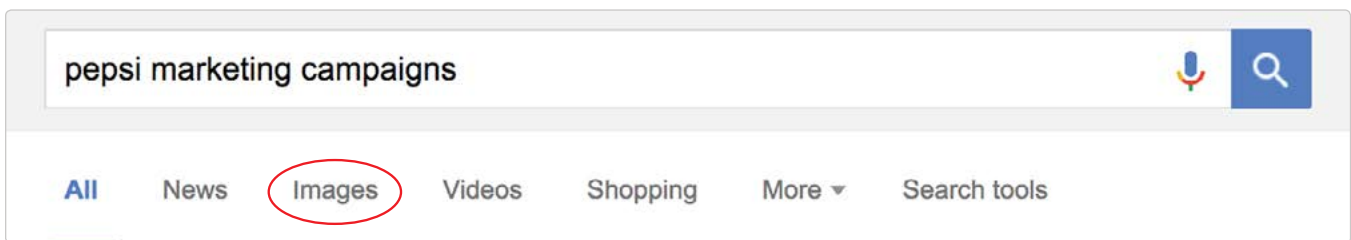


Guided Campaign Search Part 1 (cont'd)

What comments did people on Facebook make about the campaign?

Step 4

Go back to the Google search for this campaign and then click on the **IMAGES** tab at the top of the Google homepage (see image below).



What images appear under this tab that are related to the campaign?

Guided Campaign Search Part 2

Let's go back to the campaign activity you completed earlier. Now that you know a little bit more about the 4 main categories of online advertising, can you identify how those are leveraged for the company and campaign that you chose?

Let's use **Facebook** as the social media platform and think about how each of the four categories can be leveraged to support the company and campaign you selected.

Paid

How can the company you selected leverage paid advertising with the campaign on Facebook? What steps can they take?

Owned

How can the company you selected leverage owned advertising with the campaign on Facebook? What steps can they take?



Guided Campaign Search Part 2 (cont'd)

Partnership

How can the company you selected leverage a partnership for the campaign on Facebook? What steps can they take?

Earned

How can the company you selected leverage earned advertising for the campaign on Facebook? What steps can they take?



UI/UX

The screenshot shows the Blossom Buddies.com website. At the top left is the logo with a tulip icon. Navigation links include Sign In, Create Account, Track Your Order, Store Locator, and Customer Support. A search bar with a 'SEARCH' button is present. There are links for International Delivery, a US flag, and a shopping cart showing '\$0.00 Cart'. A purple navigation bar contains categories: Summer, Birthday, Sympathy, Occasions, Flowers, Plants, Gift Baskets & Food, Keepsake Gifts, Same-Day Delivery, and Sale. Below this is a delivery notice: 'Need it delivered today? Order by 2pm in your recipient's time zone | Shop Now >'. The main content area features a green sidebar with 'Same Day Delivery', 'Best Sellers', 'Love & Romance', 'Get Well', 'Sympathy', and 'Deal of the Week'. The 'Blossom Buddies passport' section offers 'Free Shipping on Every Order >'. The main banner has a pink rose background with the text 'Brighten their Day The Buddy Way!' and a list of categories: Flowers >, Plants >, Gourmet Food & Baskets >, Keepsake Gifts >, and Shop All >. A 'CELEBRATING 100 YEARS' badge is in the bottom right.

Is this a good or bad example of a webpage? Explain why.

What are some areas that could be improved?

UI/UX (cont'd)

Blossom Buddies
11235 Flower Power Way, New York, NY (555)123-7365
MY ACCOUNT

Français HOME SUMMER FLOWERS BIRTHDAY HELP ABOUT US

Map and Directions
Flower Care
OCCASIONS
Labor Day
Summer Flowers
Wedding
Anniversary
Birthday
Grandparents Day
New Baby
Get Well
Arbor Day
Love & Romance
Just Because
Plants
Sympathy
Thank You
AFFILIATES
Chad's Chachkies
Fairies by Natasha
Max's Handmade Dolls
ALB Kids Collection
Kurt's Craft Corner
Doilies by Drew

**Celebrate Star Wars Day
Wednesday, May 4th**

Birthday Flowers
shop now >

Get Well Flowers
shop now >

Make Someone Smile
shop now >

Is this a good or bad example of a webpage? Explain why.

What are some areas that could be improved?

Moving Forward

We've covered a TON of stuff in this course and now we're leaving you with a few areas to remember. These areas are, admittedly, fairly conceptual. SO, if you would like more information on any specific area, we've listed some resources for you to reference, depending on which area you're curious about.

Strategy

If you work for a company right now and need to understand how to move forward, you'll want to think through the following:

Which of these tactics are you currently utilizing? And beyond that, would you categorize your performance in these areas Good, Meh or Awful?

	Tactic	Currently utilizing?	Performance?		
			Good	Meh	Awful
Paid	PPC				
	Retargeting				
	PPL				
Owned	Blogs				
	Website Resource				
	Webinar				
	Email Marketing				
	Social Media				
	Mobile Marketing				
Partnership	Content Marketing				
	Event Marketing				
Earned	Referral Traffic				
	Organic Search				



Moving Forward (cont'd)

Once you understand what you're doing well, and, not so well, you can identify which areas you want to focus on next. Choose three tactics that you either want to improve or begin utilizing.

1. _____
2. _____
3. _____

Email is Not Dead

It's the highest converting tactic available, so don't believe the hype that it's dead. If you're looking to better leverage email, consider the following:

What system(s) do you currently use to manage outbound emails to prospects and/or clients?

Email Service Providers (ESPs)

Are you currently using an ESP?

[to learn more about what ESPs have to offer.](#)

ESPs provide the basic email marketing functionality. If you have the need to create automated email sends and other prospect touchpoints, you may also want to look into Marketing Automation providers (MA).

[to get more information about MA providers.](#)



Moving Forward (cont'd)

Outsourcing

Sometimes learning more about everything isn't really a feasible plan. Rank your knowledge for each area below from Great, Meh and I know nothing.

	Tactic	Level of knowledge?		
		Great	Meh	Nothing
Paid	PPC			
	Retargeting			
	PPL			
Owned	Blogs			
	Website Resource			
	Webinar			
	Email Marketing			
	Social Media			
	Mobile Marketing			
Partnership	Content Marketing			
	Event Marketing			
Earned	Referral Traffic			
	Organic Search			

Once you have the areas identified that you need to learn more about, highlight the areas you WANT to learn about versus those you are dreading.

Take the areas you're dreading and simply Google the tactic with the word "Outsourced" or "Consulting" behind it. For example, if you know nothing about Event Marketing you'd Google "Event Marketing Outsourced" and/or "Event Marketing Consulting" and voila! There are a bunch of people willing and able to take some money in exchange for helping you out.

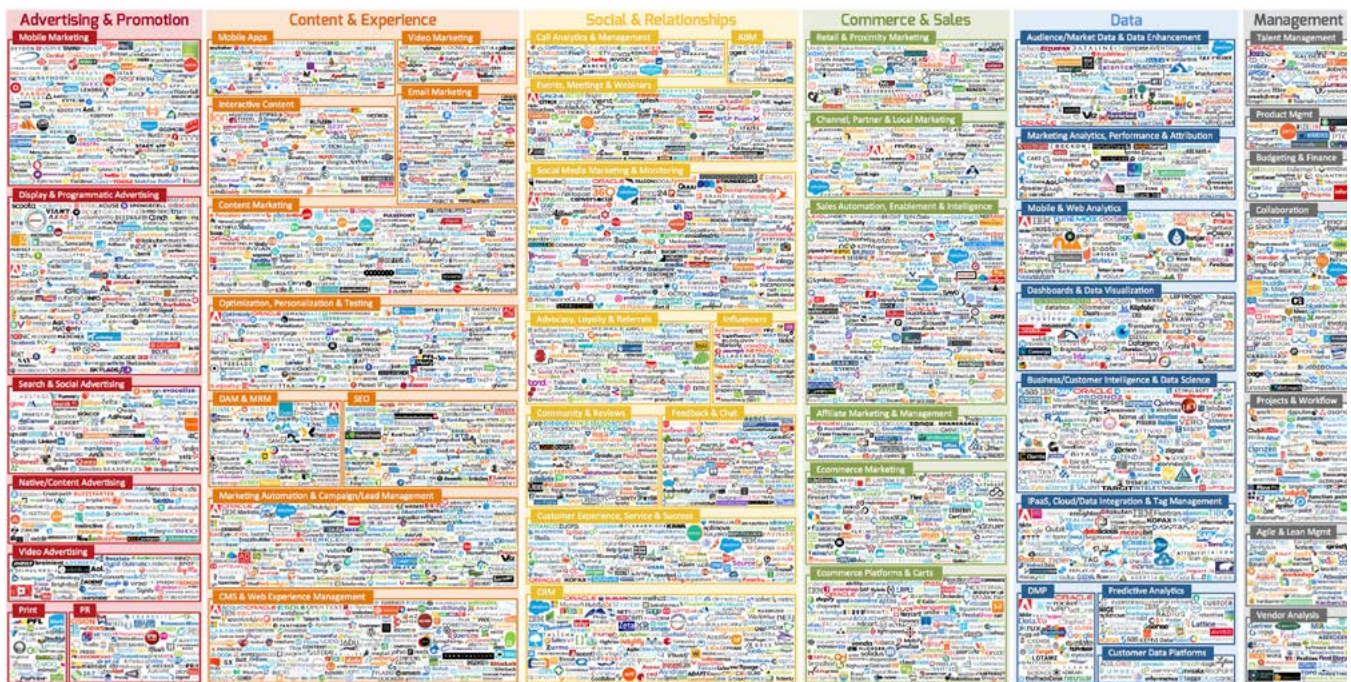


Moving Forward (cont'd)

Martech (Marketing Technology)

If you aren't in systems on a daily basis to support your marketing efforts, you're probably wasting time and missing out on some important areas for improvement.

The landscape in Martech is literally changing by the day as new companies spring up, existing companies adjust their offering and companies fold to the pressures of the market. This infographic gives a TON of examples of Martech options and is, frankly, overwhelming.



to take a closer look at this infographic.

Because marketing technology moves quickly, use this as a place to start and then Google the areas of interest to dig in further.



Moving Forward (cont'd)

Partnership

Here are a few questions to ask yourself to leverage this piece of the puzzle.

Who are your current partners? Make a list.

If you don't know, see if your legal team has signed contracts. If they don't know, try sales leadership. If they don't know, I don't know, but keep working at talking to people and you'll find the right person eventually!

List organizations (not competitors) who have your same clients.

For example, if you worked for Pepsi, you'd be interested in partnering with places where people buy and/or drink your beverages, like stadiums, restaurants and grocery stores.

Highlight the organizations from above that you think match your company's vision and culture the best. Then, obviously start finding people within those organizations with "partner" or "business development" in their titles. You can use a simple LinkedIn search for this.

Pro Tip

If you can't find those titles, start with marketing people. They will hopefully be friendly and help you out.

