

Digital Marketing *for Executives*

A PROFESSIONAL DEVELOPMENT PROGRAM AT CALIFORNIA STATE UNIVERSITY, CHICO

DIGITAL MARKETING FOR EXECUTIVES, allows even the busiest marketing professionals the opportunity to better understand the impact of digital in today's workplace, and in tomorrow's. Whether you are trying to increase the marketing department's profile within your company, deliver unique and engaging customer experiences, provide value, or measure and report your impact on the bottom-line, developing digital assets and employing technology is likely at the core of your competitive advantage.

The Digital Marketing for Executives program empowers you with the latest integrated marketing strategies and tactics to win in today's hyper-competitive marketplace. Combining industry thought leaders and top academic faculty, the Digital Marketing for Executives program is the best way to gain the skills and knowledge to stay ahead of the competition.

Applied Education & Training

The Digital Marketing for Executives Program at CSU, Chico is an immersive program where you learn to apply principles and techniques that drive success in marketing in the digital age. Roll up your sleeves to solve real-world challenges and use practices developed by top companies, while Digital Marketing experts and professional instructors guide you through their curriculum. Throughout the program, you continuously build your toolset and develop your unique, personalized Digital Marketing Portfolio that guides you to:

- Develop strategies and apply them directly to your business.
- Break through silos to bring your organization together on behalf of your customers.
- Eliminate barriers and develop a customer-centric innovation mindset.
- Gain customer insights and turn ideas into action.



Ready to Level Up?

Are you a high-potential employee seeking to move up within your organization? Or a seasoned marketing professional seeking to increase your understanding of the latest technologies and how to employ these technologies to drive ROI at your firm? Then the Digital Marketing for Executives Program at California State University, Chico is for you.



Register at
rce.csuchico.edu/digital-marketing

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Program Curriculum

The Digital Marketing Certificate Program introduces course participants to a variety of foundational concepts and technologies that are central to creating and launching an effective digital strategy. While the number and type of digital platforms continue to grow, students in this program will learn concepts regarding the evaluation of technology against organizational objectives.

The program is presented as an eight-week, self-paced online course. Students participate in activities that use their existing organizational environments as the focus of the exercises, which equips them to apply concepts to their current projects. Quizzes reinforce the instruction. Additionally, online participants have access to resources that include video perspectives from professionals representing a range of organizational types, sizes, and industries. Because participant experience levels and industries vary significantly, this course is focused on concepts more than platform exploration.

Each of the Digital Marketing Program's modules includes videos, references, assignments, chat, engagement exercises, and collaborative sessions.

Module 1 ~ Digital Strategy

In this module, you will discover elements that, when successfully pursued, can combine into a digital strategy that is aspirational, yet attainable. The module refers to some popular strategic frameworks.

- **Blue Ocean Strategy:** This framework challenges students to think beyond the common areas where competitors fight for market share and move toward spaces where little or no competition exists.
- **SMART Goals:** Thinking “big” is an excellent first step, but every strategy should also include goals that are Specific, Measurable, Attainable, Relevant, and Time-Bound.
- **Audience:** Identifying primary, secondary, and tertiary audiences is critical to the creation of a strategy that reaches those most likely to engage with digital tactics.
- **Message:** Messages must be aligned to audiences to produce impact.
- **Platform Selection:** Platform selection should be one of the last elements of a digital strategy. When platforms are selected before a strategy is developed, it may not produce the results you expect.

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Module 2 ~ Why Client Insight is the Ultimate Guide for Digital Marketing

Client Experience drives a relevant digital marketing dialogue. Before developing the *what* of content, deciding on *which* media, analyzing *who* is clicking through, or charting a campaign of *how* to transform, it's important to first define *why* digital efforts matter to your customer engagement and *why* alignment between how you market the product and how your customer experiences the product is critical to client retention and revenue growth. This instruction paints a picture of the beneficial integration of Account Based Marketing with the Customer Journey.

- **Identifying the Pillars of Client Experience (CX):** “How did you find out about us?” is not just a field in your CRM to fill out and forget. It’s the key to prospecting new business and understanding why existing clients chose your product. Find out how your Customer Satisfaction Score (CSAT) and a portfolio of marketing tactics all work together to create an unreplicable bond and defensible hold on existing business.
- **Meeting Customers Where They Are:** Defining and iterating your Ideal Customer Profile (ICP) by vertical industry segmentation, company cultural values, contract requirements, and through buying behaviors will lead to increased client participation and mutual business benefit.
- **Delving into Account Based Marketing - Customer Insight To Drive Content Creation:** Learn how to create client engagement and use the insight you gain to drive demand with targeted marketing. How do you avoid a one-way ticket to churn, based on inaccurate marketing and a bad client experience, and replace that with a continuous loop of proper marketing and positive client experiences?
- **The Promise of Brand & How to Join Forces with Customers in a Shared Mission:** To become a trusted extension of your client’s business requires an ongoing effort based on an empathetic and insightful approach that makes the client feel confident that the promises in your marketing messages are consistently delivered in the customer experience.



Module 3 ~ Marketing Automation

In this module, you'll learn the fundamentals of marketing automation and the opportunities it presents to marketers who want to foster relationships with customers through digital interactions.

- **Identifying the Business Need:** Does marketing automation make sense for your organization? Find out through some high-level overviews of the technology and its benefits.
- **Lead Generation & Building Your Marketing Funnel:** When a customer engages with content, they are telling you they want more information. Through marketing automation, you can build interactions that will move them through your marketing funnel and into conversions.
- **Working With Data:** One of the benefits of marketing automation is access to significant amounts of data. How do you interpret and use data to inform other marketing decisions?
- **Content Design:** Gain best practices for content design and learn important opt- out requirements to ensure positive customer experiences.
- **Workflows & Automation:** See how to use marketing automation tools to deliver a clear path for users based on their choices.

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Module 4 ~ Content Marketing

In this module, you'll gain an understanding of the crucial elements needed to develop and deliver content marketing campaigns that can build reputation and engagement with customers and prospects.

- **Audience and Voice:** Learn the importance of defining your audience, including their concerns, feelings and other factors at different stages of the buying process.
- **Content Framework:** Discover elements of a campaign brief and the benefits of developing a brief prior to launching a content campaign.
- **Creating Your Brand Story:** Understand how content marketing helps you tell the story not only about your products and services, but about your brand overall.
- **Channel Strategies:** Learn how to apply content in owned, earned, and paid channels or platforms.
- **Tools of the Trade:** The instructor shares top tips, tricks, and resources to inspire content marketing campaigns.
- **Measuring Success:** Align measurement techniques to the traditional depths of the marketing funnel and discover why it is important to give content marketing initiatives time to take hold.



Module 5 ~ Social Media: Organic

In this module, you'll gain high-level views of opportunities for businesses to boost brand, product, and service awareness through organic social media practices.

- **Defining Brand Personas for Social Media:** The importance of audience identification extends to social media. Know your audiences before you dive in.
- **Understanding Social Media Platforms:** See a baseline description of each platform's current reach and popularity.
- **Content Development and Posting Frequency:** Gain recommendations on the type of content and the recommended posting frequencies for the most popular business platforms.
- **Audience Interaction and Engagement:** Learn ways to communicate with audiences using social media tools and see why established response times should be set for social media interactions.
- **Leveraging Graphics, Video, and Live Streaming:** See how the right visuals and motion can improve responses to organic posts.
- **Organic Social Media Analytics, KPIs, and ROI:** Learn how to measure effectiveness with organic social media posting.

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Module 6 ~ How to Drive Leads & Sales with Paid Search

In this module, learn how paid search strategies are instituted and measured. Through this overview, you will explore the concept of paid search prior to investment.

- **Drive Leads & Sales:** Discover why an investment in paid search may be worth it for your organization. See how Google search pages are structured.
- **Campaign Setup:** See how to launch a campaign and the requirements for initialization.
- **Keywords:** Learn how keyword intent and match types can enhance or detract from campaign success.
- **Creating the Ad:** Find out how to use tools within Google to structure ads that are compelling, as well as calls to action that align with your objectives. See how the Google Quality Score affects performance.
- **Landing Pages:** Create landing pages that work.
- **Measuring and Optimizing:** Because paid search is an ongoing investment, see how to track performance and modify elements to improve results.



Module 7 ~ Data & Analytics

In this module, students will unpack concepts regarding how to use data and analytics in alignment with business objectives and outcomes. This module removes some of the mystery around the data that many have but few understand how to decipher.

- **Analytics Assumptions and Data Foundations:** Dispel myths around analytics and see the data cornerstones on which businesses should focus.
- **Apply Data to Business Outcomes and Information to Revenue:** See how to interpret data in a way that is meaningful to decision-makers.
- **Turn KPIs into Action:** Move KPIs from intangibles into actions that can be tracked.
- **Make Sense of Attribution:** See differences between first, last, and linear attribution. View the effect that multiple touchpoints have on web conversions.
- **Examine Behavioral Factors:** See how raw data ignores human behavioral factors and how you can tie behavioral influences to online actions.

Module 8 ~ Digital Transformation

In this module, gain practical ways to bridge gaps between marketing and other functional areas to bring about digital transformation that benefits the entire organization.

- **The Necessity of Planning:** See how thorough planning must be completed before platforms or initiatives are launched in order to maximize buy-in.
- **Build a Specification:** Learn why it is important to build a spec before creating a Request for Proposal and how this step can help you gather quotes that are competitive and thorough.
- **The Necessity of Process:** See why process is a critical element regarding digital transformation and the long-tail effect of the institution of digital practices.
- **The Necessity of Community:** Discover how to build relationships that can bolster the success of your digital strategies through collaboration with other functional areas.

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Register Today for Our 8-Week Online Program

Enjoy a self-paced learning format that offers the flexibility to choose the place and time of your education to best suit your schedule and personal learning style, while still being able to ask questions and receive feedback from expert faculty.

Online Learning Benefits:

- Absorb at your own pace.
- Fit career-building training into your schedule.
- Learn in a relaxed environment...home, office, or anywhere!
- Replay video presentations.
- Review materials as often as needed.
- Engage in subject discussions.
- Download exercise templates to use in your organization.

Throughout the eight-module Digital Marketing for Executives Program, you'll solve real-world challenges and use best practices used within top companies. Digital Marketing experts guide you through every step of your journey.

The 8-Week, Self-Paced Learning Includes:

- 8–10 short videos per week.
- Engagement activities and exercises that reinforce your new skills.
- Interaction with peers and faculty through the online learning portal.
- Participation in live virtual office hours with expert faculty and peers.
- Additional resources for each module include case studies and commentary from industry leaders.
- 4 weeks of post-program mentoring.
- Reserve your seat in one of our self-paced programs! (\$4,995)



Learn more and get started today!

Call 916-265-0440.

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