

DIGITAL MARKETING





*Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go. – **Seth Godin***

Great marketers are able to anticipate their customers' needs and then create the opportunity for a sale to occur. As a digital marketer, you'll be tasked with designing campaigns that speak to multiple audience segments, inspire potential customers into action, and have clear metrics to gauge success.

Marketing is a broad discipline that includes branding, content development, email marketing, paid advertising, and analytics. Marketers in the innovation industry are scrappy, creative, and agile—able to drive big growth on a small budget and with limited resources.

Our digital marketing track will train you to become a comprehensive digital marketer: performance and content marketing, plus a focus on generating actionable insights from data analytics. Lesson delivery focuses on relevant industry tools like Google Analytics, AdWords, and MailChimp. You'll get hands-on experience with SQL and implement SEO best practices on your own landing page and customized blog. To deliver on these goals, you'll learn content strategies to organically improve your rankings.

Key Skills And Capabilities

- Understanding the marketing-sales funnel
- Identifying target audiences, and creating customer acquisition strategies
- Creating a content strategy and keyword usage plan to increase web traffic
- Placing, testing, and optimizing paid advertising
- Optimizing landing pages and email campaigns for conversion
- Measuring marketing effectiveness with analytics platforms



```
print prime(n)
```

```
for i in range(2, n):
```

```
    k = i
```

```
    if i % k == 0:
```

```
        break
```

```
    else:
        print i
```



“

I'm working with people who are leaders within the industry. I'm seated next to people who are extremely accomplished and have done absolutely amazing things in their short careers—there are 31 to 36 year olds who are on fire. I love that about my job.

– Franklin Ramirez, Mobile Advertising, Twitter

DIGITAL MARKETING CURRICULUM

Pre-work (1-4 weeks)	HTML & CSS Customer acquisition Content marketing		
	Digital Marketing Curriculum	Core Curriculum	Network & Immersion Activities
Week 1	Curriculum overview The marketing-sales funnel	Introductions & program overview Goal setting & action plans Alumni Q&A Panel	New student happy hour
Week 2	Intro to professional marketing Defining your target market The lean, mean, marketing machine	Mentor sessions	Coffee chat
Week 3	Paid vs organic acquisition Design for conversion	Crafting a career theme Agile & lean methodologies IdeaHack Mentor sessions	Fireside chats Coffee chat Partner project kick-off
Week 4	Search engine optimization Content strategy	Mentor sessions	Coffee chat Partner project
Week 5	Content strategy, continued: Intro to blogging & wordpress Organic social media Measuring organic traffic, engagement, & conversions	EQ & communication styles Introverts & extroverts Your personal narrative Résumé/LinkedIn workshopping Event networking Mentor sessions	Fireside chats Coffee chat Partner project
Week 6	Paid search marketing Paid social media & facebook ads	Mentor sessions	Coffee chat Partner project
Week 7	Paid social media & facebook ads, continued Measuring paid acquisitions Structured query language	Mock interviews Résumé/LinkedIn workshopping Mentor sessions	Fireside chats Coffee chat Partner project
Week 8	Lead nurturing & email marketing Measuring & optimizing your email marketing	Mentor sessions	Coffee chat Partner project
Week 9	Digital marketing panel Advanced analytics or advanced content strategy Project work	Presentation skills Mentor sessions	Fireside chats Coffee chat Hiring Partner Fair Open Doors Party Partner project
Week 10	Advanced analytics or advanced content strategy Project work	Pitch practice Mentor sessions	Coffee chat Partner project
Week 11	Project reviews	Pitch practice Negotiating salary & promotions Mentor sessions	Coffee chat Partner project presentations
Week 12	The integrated team: crosstrack knowledge share	Mentor sessions	Talent Exposition
Post-grad (8 weeks)	Career coaching & support		

| Technical skills
 | Industry immersion
 | Career development
 | Culture skills
 | Mentorship
 | Networking
 | Cross-disciplinary work

NOTE: Coursework and timing may differ by location. Other topics could be covered based on student needs and emerging business trends.



COURSEWORK

Pre-Work: Virtual Learning Resources

(1-4 weeks prior to your start date, dependent upon your experience level) Hit the ground running with our suite of virtual learning resources. Whether you're new to digital marketing or already have some experience, we'll provide you with lesson guidance and online learning options to help you get ready for the start of your program. Lessons include CSS and HTML, Fundamentals of A/B testing, Customer Acquisition, and more.

The Marketing-Sales Funnel

We kick off technical skills training with a tour of the marketing-sales funnel and break down the components of developing a strategy from the ground up. We'll discuss PR and branding, social media, content and SEO, and paid search to discover at what point in the funnel each of these strategies are most useful, and how these pieces come together to create an effective marketing mix. You'll learn the key differences between B2C and B2B marketing and gain real-life experience developing marketing plans for local companies.

Defining Your Target Market

Identifying a target customer allows marketers to efficiently and effectively focus their budget and brand message on a specific market that is most likely to buy their product. In this session, you'll consider strategies for discovering product-market fit. You'll learn how to conduct market research and analysis to develop an understanding of who your customers are and why they buy from you, and you'll craft user personas to help bring these buyers to life.

The Lean, Mean, Marketing Machine

An effective marketing department will choose to focus on either demand generation or lead generation as the primary business-driver. Startups and rapidly growing companies tend to concentrate on lead generation strategies that focus on capturing the information of potential buyers. This session will discuss how messaging, promotions, and navigation paths are designed to funnel individuals through a form and into your database creating new contacts for your marketing and sales team to pursue.

Design for Conversion

The best marketers keep their finger on the pulse of the human psyche to drive engagement. Learn to leverage data intelligence to design conversion-optimized webpages for a specific marketing campaign. A/B test your pages to strengthen performance and analyze existing landing pages for improved performance.



COURSEWORK

Paid vs Organic

A strong marketing strategy uses both push and pull strategies to be found and to acquire customers online. Discover how to use both organic and paid acquisition strategies to drive more traffic and leads for your business. At the same time, learn the different elements that make up a content marketing campaign, how these relate to organic search, and why this strategy is especially effective for high-growth companies.

Search Engine Optimization

Learn tips, tricks, and best practices for boosting your company's rankings for organic search, while gaining a high-level understanding of how SEO fits into an content marketing strategy. We'll discuss the nonstop evolution of the SEO landscape and proven tactics.

Content Strategy

Engage in exercises that will challenge you to develop a content strategy framework from scratch. Explore the various aspects of what makes an effective piece of content, and practice keyword research to optimize one of your own blog posts.

Blogging

This session will develop your understanding of content optimization best practices and how to utilize native tools. Diving deeper into WordPress, you'll discover the technical aspects of content development, learning how to create visually appealing content and optimized blog posts using HTML/CSS.

Organic Social Media Marketing

Assess the most popular social media platforms to determine which are appropriate for a particular brand or initiative. Learn how to amplify the reach of your content, driving site traffic and conversions via social media channels and understand how to leverage scheduling and analytics tools.

Measuring Organic Traffic, Engagement, & Conversions

Monitor and analyze web traffic alongside engagement to understand customer behavior. This session will teach you to measure the effectiveness of your content strategy using Google Analytics.

Paid Search Marketing

Develop and plan a campaign driven by paid-search strategies and measured by key performance indicators. Learn the principles of building a successful AdWords campaign, driving traffic to your site and collecting leads for the lowest cost possible by researching and bidding on keywords, then analyzing their effectiveness.



COURSEWORK

Paid Social Media & Facebook Ads

Social media platforms are filled with hundreds of millions of consumers, and marketers have learned to use these channels as a powerful driver of leads and sales. Learn to evaluate social media advertising platforms alongside your business goals and leverage social as a paid acquisition channel. Run a brief Facebook Ad campaign to experiment with generating leads while tracking your return on investment.

Measuring Paid Acquisitions

Become a data-driven marketer, allowing the numbers to dictate your next move. This session will challenge you to delve deeper into Google Analytics to discover new measurement tactics that will ensure you get the best return on your paid search and social campaigns.

Structured Query Language

Marketers need to be able to segment their databases to draw meaningful conclusions about customers. Practice running SQL queries to be more insightful and self-reliant—without the need for a developer.

Lead Nurturing & Email Marketing

Find, engage, and convert new customers directly from their inbox. Learn to run a focused, targeted lead nurturing campaign that drives results by understanding email best practices and gain experience in marketing automation and segmentation.

Measuring & Optimizing Your Email Marketing

Explore the metrics behind your email marketing. Learn to analyze your open and click rates and practice A/B testing your emails to create better optimized campaigns.

Advanced Analytics

Dig deeper into Google Analytics by engaging with advanced features, including creating custom dashboards, mobile tracking, multi-channel funnels, and filters.

Track Deliverables

- Content strategy for personal WordPress site
- Paid social media advertising campaign
- A 10-day automated email program



DIGITAL MARKETING GRADUATES ARE EMPLOYED BY:

UPWORTHY



HARRY'S



CLASSPASS



Constant Contact





GET IN TOUCH

Want to talk? We're here to answer your questions and help you determine which of our skills trainings is the right fit for your career goals. Reach out to schedule a conversation with the admissions team.

Email: info@startupinstitute.com

Phone: 888-425-5557

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Building an inspired workforce,
knowing the world is a better place
when people do what they love.

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ver 4.0 / January 2018



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