

Digital Marketing Strategies

Wednesday, April 12, 2017

Workshop Agenda

7:30 a.m. – 8:00 a.m.	Registration and Breakfast
8:00 a.m. – 8:30 a.m.	Welcome and Introductions
8:30 a.m. – 10:00 a.m.	Digital Marketing Strategy – What is it? Why is it needed?
10:00 a.m. – 10:10 a.m.	Break and Refreshments
10:10 a.m. – 12:00 p.m.	Types of Digital Marketing - Making Them Work for You
12:00 p.m. – 1:00 p.m.	Luncheon
1:00 p.m. – 2:30 p.m.	Develop a Powerful Digital Marketing Strategy – Steps to Success
2:30 p.m. – 3:30 p.m.	Group Exercise- Auditing Your Current Digital Marketing Strategy – A Self-Diagnosis
3:30 p.m. – 3:40 p.m.	Break and Refreshments
3:40 p.m. – 4:40 p.m.	Using Digital Marketing to Successfully Grow Your Business
4:40 p.m. – 5:00 p.m.	Lessons Learned & Wrap Up

