

# Digital Marketing Learning Paths

Wyoming Women's Business Center

September, October & November 2023





# GOOGLE MY BUSINESS

**Google My Business (GMB)** not only helps ensure that people find your business when looking for products and services like yours in their local area, but it also improves your local SEO.

The Google My Business learning path will focus on **how to add your business to Google My Business and how to start showing up in Google and Google Maps searches.**

We will walk through, step-by-step, how to set up, optimize and maximize your GMB and Google Maps listing.

We will discuss keywords and categories to **improve search ranking**, as well as how to add services & products and create posts. Next we'll learn about reviews and how to make it easy for your **happy customers to leave glowing reviews.**

We'll finish up the GMB learning path with some extras (adding a scheduling button, photos and videos) and discuss GMB statistics, so you can see the results of your hard work.



## Prerequisites

A Google/Gmail account, but no previous experience with Google My Business is necessary as we will start at the very beginning with the account set up.



## Time Commitment

- > **On-Demand Video Content:** 3 hours
- > **Live Cohort Facilitation:** 1 hour
- > **Additional Support:** Mon-Fri from your dedicated Cohort Leader, Lydia.



## Who is this learning path for:

- > **Business owners** who want a tool that will help them grow their business by attracting potential buyers
- > **Busy business owners** who want a step-by-step, easy and quick to move through course that will help their online presence
- > **Anyone** who wants to learn strategies to outrank their online competition

## Monday, Sept 25th

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Intro to the Google My Business learning path, what the week will cover, tasks to accomplish, Q&A

## Thursday, Sept 28th

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Wrap Up & Final Q&A



# FACEBOOK MARKETING

Of all the social networks, **Facebook is the largest and most popular** and therefore can expose your business to the broadest audience. Facebook can help you **magnify brand awareness, find new customers, nurture existing customers, increase website traffic, improve sales and enhance customer service.**

The Facebook Marketing learning path will start with an introduction to organic Facebook marketing, including an overview of the 'new interface' and explaining the difference between Facebook profiles and Facebook pages.

We'll then dive into a full overview and **step-by-step actions** to create and optimize a Facebook business page. We will cover everything from page settings, CTAs, engagement strategies, what to post and contests/competitions.

By the end of this learning path you will have **a fully functioning and fully optimized Facebook business page**, along with actionable strategies to get more engagement on your posts and get your business in front of more potential customers.



## Prerequisites

A Facebook account, but no previous experience with Facebook is necessary as we will start at the very beginning with the account set up.



## Time Commitment

- > **On-Demand Video Content:** 4.5 hours
- > **Live Cohort Facilitation:** 1 hour
- > **Additional Support:** Mon-Fri from your dedicated Cohort Leader, Lydia.



## Who is this learning path for:

- > **Business owners** who know their target customer is spending time on Facebook
- > You want to reach your target customer **without spending money on paid advertising**
- > You are excited and motivated to **grow your business with Facebook marketing**
- > Ideally, you are **already familiar with Facebook** and the basic features and functions

## Monday, Oct 2nd

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Intro to the Facebook Marketing learning path, what the week will cover, tasks to accomplish, Q&A

## Thursday, Oct 5th

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Wrap Up & Final Q&A



# INSTAGRAM MARKETING

With 2 billion monthly users, Instagram is a great way to **expand your business's reach and engagement with your customers.**

The Instagram Marketing learning path will start with an introduction to organic Instagram marketing. We will go through a full account set up and optimize your profile, including your picture, bio and link.

We will cover all Instagram features, to include: hashtags, tags, mentions, posts, stories and reels. Plus, we'll dive into content strategies and engagement strategies for business growth, so you can **implement effective strategies specific for your business right away.**



## Prerequisites

An Instagram account, but no previous experience with Instagram is necessary as we will start at the very beginning with the account set up.



## Time Commitment

- > **On-Demand Video Content:** 5 hours
- > **Live Cohort Facilitation:** 1 hour
- > **Additional Support:** Mon-Fri from your dedicated Cohort Leader, Lydia.



## Who is this learning path for:

- > As a visual platform, Instagram is **well suited for visual creatives:** photographers, artists, filmmakers, etc.; however, recent additions to the platform means **all business owners can take advantage of IG features, regardless of your type of business**
- > **Small business owners** who know their target customer is spending time on Instagram
- > You want to reach your target customer **without spending money on paid advertising**
- > You are excited and motivated to **grow your business with Instagram marketing**

## Monday, Oct 9th

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Intro to the Instagram Marketing learning path, what the week will cover, tasks to accomplish, Q&A

## Thursday, Oct 12th

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Wrap Up & Final Q&A



# PINTEREST MARKETING

**Search Engine Optimization is what makes Pinterest stand out** from all the other social media platforms. Sometimes referred to as a 'hidden gem', Pinterest can elevate your business's SEO rank because the platform continues to post your content over time and can **lead to new visitors to your website for months and months.**

The Pinterest Marketing learning path will start with an introduction to organic Pinterest marketing and will go through account set up.

Seeing as Pinterest is a search platform (similar to Google), **we will cover keyword research and SEO strategies for your Pinterest account.** We'll also dove into Pinterest analytics.



## Prerequisites

A Pinterest account, but no previous experience with Pinterest is necessary as we will start at the very beginning with the account set up.



## Time Commitment

- > **On-Demand Video Content:** 5 hours
- > **Live Cohort Facilitation:** 1 hour
- > **Additional Support:** Mon-Fri from your dedicated Cohort Leader, Lydia.



## Who is this learning path for:

- > **Small business owners** who know their target customer is spending time on Pinterest
- > Great for **e-commerce sellers and bloggers** (anyone with products and/or content)
- > You want to reach your target customer **without spending money on paid advertising**
- > You don't expect overnight results and understand **Pinterest is a SEO tool and it will take time to see success**

## Monday, Oct 16th

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Intro to the Pinterest Marketing learning path, what the week will cover, tasks to accomplish, Q&A

## Thursday, Oct 19th

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Wrap Up & Final Q&A



# TIKTOK MARKETING

TikTok isn't just for the 'younger generation'! As the new kid on the block, **TikTok is great for increasing your audience reach, customer engagement and creativity.**

The TikTok Marketing learning path will start with an introduction to TikTok and discuss how you can use this new platform to market your business.

We will go through a full account set up and cover **how to post content, how to grow your account, editing your videos and content creation.**



## Prerequisites

A TikTok account, but no previous experience with TikTok is necessary as we will start at the very beginning with the account set up.



## Time Commitment

- > **On-Demand Video Content:** 4.5 hours
- > **Live Cohort Facilitation:** 1 hour
- > **Additional Support:** Mon-Fri from your dedicated Cohort Leader, Lydia.



## Who is this learning path for:

- > Anyone who wants to **take advantage of TikTok for marketing their business**
- > You're creative and **enjoy trying new things**
- > Ideally, you're **already familiar with the platform** and have an account
- > **Small business owners** who know their target customer is spending time on TikTok
- > You want to reach your target customer **without spending money on paid advertising**

## Monday, Oct 23rd

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Intro to the Pinterest Marketing learning path, what the week will cover, tasks to accomplish, Q&A

## Thursday, Oct 26th

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Wrap Up & Final Q&A

# ADDITIONAL COURSES

## iPhone Photography

Your Online Guide to Taking Stunning iPhone Photography Like a Professional Digital Photographer

[CHECK IT OUT](#)

## Canva for Social Media

Using Canva you'll learn to design incredible graphics, videos, GIFs and more for use in your social media marketing!

[CHECK IT OUT](#)

## Website

Create a Professional Wordpress Websites For Business or Personal Use. SEO, Wordpress development, website design.

[CHECK IT OUT](#)

## Email Marketing

Transform your Email into a Powerful source of income with Email Marketing. The #1 Easy Way To Grow Your Business.

[CHECK IT OUT](#)

## Facebook Ads

Facebook Marketing from beginner to advanced! Master Facebook and become a Facebook Ad Expert!

[CHECK IT OUT](#)

## Digital marketing strategy for managers & entrepreneurs

Complete Understanding Of Digital Marketing Platforms To Create A Digital Marketing Strategy For Your Company & Brand

[CHECK IT OUT](#)



## Time Commitment

- > **On-Demand Video Content:** Optional
- > **Live Cohort Facilitation:** 1 hour
- > **Additional Support:** Mon-Fri from your dedicated Cohort Leader, Lydia.

## Monday, Oct 30th

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Work Smarter

## Thursday, Nov 2nd

- > **Time:** 11am MT
- > **Location:** Zoom
- > **Topic:** Let's Celebrate! 🎉 Goal setting & next steps

# SEPTEMBER 2023

\*Times are in MT (Mountain Time)

Monday	Tuesday	Wednesday	Thursday	Friday
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21 11AM - GeekPack + WWBC Live Kick-Off Call	22
25 11AM - Google My Business	26	27	28 11AM - Google My Business	29



# OCTOBER/ NOVEMBER 2023

\*Times are in MT (Mountain Time)

Monday	Tuesday	Wednesday	Thursday	Friday
<b>2</b> 11AM - Facebook Marketing	<b>3</b>	<b>4</b>	<b>5</b> 11AM - Facebook Marketing	<b>6</b>
<b>9</b> 11AM - Instagram Marketing	<b>10</b>	<b>11</b>	<b>12</b> 11AM - Instagram Marketing	<b>13</b>
<b>16</b> 11AM - Pinterest Marketing	<b>17</b>	<b>18</b>	<b>19</b> 11AM - Pinterest Marketing	<b>20</b>
<b>23</b> 11AM - TikTok Marketing	<b>24</b>	<b>25</b>	<b>26</b> 11AM - TikTok Marketing	<b>27</b>
<b>30</b> 11AM - Work Smarter	<b>31</b>	<b>1</b>	<b>2</b> 11AM - Let's Celebrate!	<b>3</b>