

Digital Marketing Accelerator

Course Overview:

Join Wayne Denner for an intensive one-day training session, "The Digital Marketing Accelerator." This program draws upon 25 years of hands-on digital marketing experience, offering participants a mix of the latest and most impactful strategies in the world of digital marketing. Beyond the workshop, members become a part of an exclusive group with three months of continuous updates and support to ensure sustained success in the fast-paced world of online marketing.

Learning Objectives:

1. **Digital Marketing Mastery:** Understand the core concepts and techniques of modern digital marketing, incorporating the latest trends of 2023 & beyond.
2. **Content-Driven Sales:** Grasp the nuances of using content marketing to drive sales and conversions.
3. **Audience Engagement:** Learn strategies to effectively grow and engage your target audience across various platforms.
4. **Effective Workflow Management:** Establish a workflow tailored to your needs to maximize efficiency and results.
5. **Tool Familiarity:** Dive into Wayne's curated toolbox of digital marketing tools, ensuring you are equipped with the best resources in the industry.

Learning Outcomes:

By the end of the training, participants will:

1. **Achieve Clarity:** Dispel the confusion often accompanying digital marketing workshops, ensuring a clear path forward.
2. **Implement Immediately:** Be prepared with actionable steps and strategies that can be directly applied to their business, ensuring immediate impact.

3. **Build and Execute Campaigns:** Have the skills & confidence to create and run effective digital marketing campaigns across major social media platforms.
4. **Optimize Content:** Utilize the latest tools and techniques to create, optimize, and boost the conversion rates of content.
5. **Boost Engagement:** Apply strategies that amplify audience engagement and interaction.
6. **Hands-On Experience:** Gain confidence and practical skills by actively applying learning and techniques.

Training Schedule:

1. **Session 1: Using Content Marketing to Drive Sales**
 - Content as a cornerstone of digital marketing.
 - Strategies for creating engaging and conversion-driven content.
2. **Session 2: Growing and Engaging Your Ideal Audience**
 - Identifying and targeting your ideal audience.
 - Techniques for organic growth and audience engagement.
3. **Session 3: A Workflow Which Works for You**
 - Time-management in digital marketing.
 - Tailoring a workflow that aligns with your goals and resources.
4. **Session 4: My Digital Marketing Toolbox**
 - Introduction to the latest and most effective digital marketing tools.
 - Hands-on exercises and walkthroughs to familiarize with each tool.

This one-day course promises a combination of theory and hands-on practice, ensuring participants walk away ready to make a tangible difference in their digital marketing efforts