

## Lesson 1: Inbound Marketing Fundamentals

### *Lesson description:*

Buyers today are more empowered. Buyers have information readily available to them by simply doing a quick search on their mobile phone. As technology has changed and will continue to change, buying behavior will continue to change. Learn how your marketing can adapt and evolve to match buying behaviors.

### *Videos:*

- Why inbound marketing?
- What are the fundamentals of inbound marketing?
- What does inbound marketing look like?

### *Topics:*

- Inbound marketing
- Contacts
- Buyer personas
- Buyer's journey
- Content
- Goal setting

### *Quiz Yourself:*

- What is inbound marketing?
- What are the fundamentals of inbound marketing?
- What's the inbound methodology?
- What is a contact?
- What is a buyer persona and how do you create one?
- What is the buyer's journey?
- Why is goal setting important to inbound marketing?
- Where does content fit into an inbound marketing strategy?

## Lesson 2: Planning a Long-Term Content Strategy

### ***Lesson description:***

A long-term plan will help you identify and organize all the future initiatives and campaigns where content will need to be created. Developing your plan will help you create content more easily and on a consistent basis. In this lesson, you'll learn how to create realistic goals for your audience (also known as buyer personas), perform an audit to identify content needs and gaps to build a helpful, relevant journey for your personas, as well as create your content compass by mapping out your content creation roadmap.

### ***Videos:***

- What is content marketing?
- Why is long-term content planning important?
- How do you build your long-term content plan?
- What should a long-term content plan look like?

### ***Topics:***

- Content planning
- Content strategy
- Buyer personas
- Buyer's journey

### ***Quiz Yourself:***

1. Why is long-term content planning important?
2. What makes up a successful content audit?
3. What is a buyer persona?
4. What makes a successful buyer's journey?

## Lesson 3: Creating a Blog Post

### *Lesson description:*

When people first started blogging, they wrote personal accounts sharing their lives or their travels. And while people still do this today, blogging has evolved into a much more valuable content medium. Today, blogging is an effective way to regularly publish and promote new content related to your business and industry. In this lesson, you'll learn how to create an optimized blog post.

### *Videos:*

- Why Does Blogging Help Grow Your Business?
- How Do You Create a Successful Blog Post?

### *Topics:*

- Blogging strategy
- Picking a blog topic and title
- Formatting a blog post
- Call-to-action (CTA) placement on blog posts
- Optimizing a blog post
- Search engine optimization (SEO)

### *Quiz Yourself:*

1. What is blogging?
2. What are different ways that you can brainstorm blog topics?
3. What's the difference between a topic and a title?
4. How long should a blog post title be?
5. How do you format a blog post?
6. Where should you place a CTA on a blog post?
7. How do you optimize a blog post?
8. How do blog posts fit into topic clusters?

## Lesson 4: Creating Topic Clusters and Pillar Pages

### ***Lesson description:***

Content marketers are constantly battling for the attention of their audience. But with all the content being published online, search engines like Google are being forced to better organize and showcase the content they think would be helpful to the searcher. All this change brings opportunity for content marketers to be found and, more importantly, found by their ideal audience.

### ***Videos:***

- Why are topic clusters important?
- How do you create an effective topic cluster and pillar page?
- What's an example of a successful pillar page?

### ***Topics:***

- Topic clusters and pillar pages
- SEO algorithm updates
- Web page layout tips

### ***Quiz Yourself:***

1. Which algorithm updates impact you as a content marketer?
2. What's needed to create a topic cluster?
3. What are pillar page design layout tips?

## Lesson 5: The Fundamentals of Social Media Promotion

### **Lesson Description:**

Developing a strong social media strategy is key to successfully engaging customers and promoting your business. Your customers and prospects are already using social media and might even be using it to talk about your company or your products — positively or negatively. Creating a promotion plan that takes advantage of social and digital technologies will help you shape the conversation, build loyalty, and attract new customers and partners.

### **Videos:**

- Why you need a social media strategy
- The social media channels explained
- The power of social listening
- Social media content: The basics
- The social media audit: How to understand your success with social media
- Taking your Inbound strategy to the next level with digital marketing

### **Topics:**

- Social media strategy
- The buyer persona
- Building a social media strategy
- Social channels (Facebook, YouTube, Instagram, Twitter, LinkedIn, Pinterest, Snapchat)
- Social listening benefits
- Monitoring and engagement
- The various content types used across social networks
- Influencer content
- User generated content
- Conducting a social media audit
- Benefits of doing a social audit
- Linking your social networks to other marketing efforts
- Empower your sales people

### **Quiz Yourself:**

1. What are the benefits of having a social media strategy?
2. What are the differences between the social networks?
3. What are some of the most important benefits of social listening?
4. What are some of the different social media content types?
5. What is user generated content?
6. What are some ways that conducting an audit will help you in your social media efforts?

## Lesson 6: Developing a Conversational Growth Strategy

### **Lesson Description:**

Marketers have conversations to build relationships every day. But what if you could use new technology to have one-to-one interactions with every visitor coming to your site? Understanding the fundamentals of conversations and how they can help you not just market but grow your business is key to reaching and delighting your online audience. In this lesson, we'll talk about concepts like SCOPE and time-to-live, as well as what you already know about your buyer personas, to conversationally engage and nurture your leads and customers.

### **Videos:**

- Why is conversational growth important to inbound marketing?
- What are the elements of a strong conversational growth strategy?
- What are the steps to implementing a conversational growth strategy?
- What to consider when comparing messaging channels
- Why is it important to select the right conversational marketing channel?

### **Topics:**

- Why is having a conversational growth strategy important?
- SCOPE
- TTL
- Shared knowledge
- Steps to implementing a conversational growth strategy
- Factors to consider when comparing messaging apps
- The role of buyer personas in your conversational growth strategy

### **Quiz yourself:**

1. What is a conversation?
2. What is a conversational growth strategy?
3. What does SCOPE stand for?
4. In a reporting context, what does it mean to have data-in? Data-out?
5. What are the steps to implementing a conversational growth strategy?

## Lesson 7: Understanding Conversion Strategy

### **Lesson Description:**

Conversions can act as health checks that let you know if your marketing, promotional, lead nurturing, or conversational marketing strategies are working as well as expected. You want to make sure each conversion is being recorded and that this information is being used to inform your efforts moving forward. Knowing when and where to look to conversions for insight as well as how to implement an effective conversion optimization strategy is key to the continued success of your inbound marketing strategy.

### **Videos:**

- Defining a conversion
- Why are conversions important to inbound marketing?
- How to build an effective conversion path
- How to calculate your conversion rate

### **Topics:**

- Conversion, conversion paths, calls-to-action
- Steps to creating an effective conversion path
- Elements that can affect conversion
- Conversion optimization
- Implementing conversion optimization on your site

### **Quiz yourself:**

1. What is a conversion?
2. What is a conversion path?
3. What is a call-to-action?
4. What are the steps to creating an effective conversion path?
5. What is conversion optimization?
6. What can you take to implement conversion optimization on your site?
7. Where does conversion optimization fit into the inbound methodology?

## Lesson 8: Understanding Lead Nurturing

### **Lesson description:**

Understanding the fundamentals of lead nurturing will help you build long-lasting relationships with your customers. The purpose of a lead nurturing strategy is to help your company create meaningful relationships with people at any point in their journey with you. And the first step is to understand the buyer's journey and the types of content you need to offer in each stage. In this lesson, you'll learn how to create a vision for your marketing actions, how to send the right content to your contacts, and how to set the foundation for long-lasting, successful relationships.

### **Videos:**

- Why is lead nurturing important?
- What are the fundamentals of a lead nurturing strategy?
- What does an effective lead nurturing campaign look like?

### **Topics:**

- Fundamentals of lead nurturing
- Lead nurturing
- Marketing automation
- Contact management
- The buyer's journey
- Automation tool
- Lead nurturing campaign 5 steps

### **Quiz Yourself:**

1. What is the definition of lead nurturing?
2. What are the three foundational pieces of creating a lead nurturing strategy?
3. On average how many touches does it take to generate a sales qualified lead?



## Lesson 9: Aligning Your Marketing With Sales

### *Lesson description:*

Buyers today are more empowered. Buyers have information readily available to them by simply doing a quick search on their mobile phone. As technology has changed and will continue to change, buying behavior will continue to change. Learn how your marketing can adapt and evolve to match buying behaviors.

### *Videos:*

- What is sales enablement?
- How marketing can align with sales

### *Topics:*

- Sales enablement
- Lead qualification matrix
- Defining lifecycle stages
- Service-level agreements (SLA)

### *Quiz Yourself:*

- What is sales enablement?
- How do you determine and define a sales-ready lead?
- What is a contact? Prospect? Lead? MQL? SQL? Opportunity?
- What is a service-level agreement (SLA)?
- What is closed-loop reporting?

## Lesson 10: Applying a Customer Marketing Approach

### ***Lesson description:***

With today's empowered buyer, you need to be in the mindset that your best marketing channel is actually going to be your existing customers and when your customers succeed, it's your best predictor for business growth. Your customers will help prove your brand values. Learn how to better listen, serve, and follow up with your customers.

### ***Videos:***

- Why is customer marketing important?
- How do you create lasting relationships with your customers?
- How to solve for customer success

### ***Topics:***

- Customer marketing and inbound marketing
- Customer feedback techniques
- Reciprocity
- Customer surveys
- Net promoter score
- Customer segmentation
- Customer-specific content

### ***Quiz Yourself:***

- How do you create lasting relationships with your customers?
- What different ways can you market differently to customers?
- What different ways can you solve for customer success?
- What is NPS and how do you create an NPS score?