



A SLO County Office of Education Initiative

San Luis Obispo County Office of Education

3350 Education Drive San Luis Obispo, CA 93405

805 782 7203

Course Business Sponsor Overview

Digital Marketing Course

Course dates: January 11 – March 19, 2021

Cost: \$499 for EVC members – first come first serve

Slopartners.org

COURSE OVERVIEW

Delivering accurate and current information to customers, employees, and the public was critical during the first several months of the COVID pandemic. A strong and consistent social media presence became life or death for many businesses in SLO County and the country. Our Digital Marketing course aims at teaching effective marketing strategies that are crucial for the future of business as the economy shifts and consumer's demands and expectations grow. The ultimate goal is for participants to learn to leverage digital marketing strategies to generate meaningful revenue growth and adapt their organizations' communication channels.

Delivered online, this 10-week comprehensive program is taught by industry experts and live/online mentor-led classes. Students learn in demand skills like web analytics, social media content management, paid digital ads strategies, email marketing, search engine optimization and crisis management marketing. Ideal candidates are computer knowledgeable and motivated to learn.

LEARNING OUTCOMES - HIGHLIGHTS

- **Web Analytics.** Determine the appropriate key performance indicators for any type of website. Provide recommendations for optimizing an ecommerce website's conversion funnel.
- **Search Engine Optimization and Marketing.** Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its search engine rankings. Leverage Google Adwords campaigns to drive interest and lead generation.
- **Social Media Marketing.** Utilize knowledge of social media tactics to design an effective social media ad campaign. Implement paid social media ad campaigns through Facebook, Instagram, LinkedIn, etc... to drive traffic, interest, and sales.
- **Email Marketing.** Understand best practices in email marketing. Analyze email marketing campaign data. Recommend changes that will improve campaign effectiveness.
- **Disaster Communication Strategy.** Learn how marketing during a crisis is key to connecting and communicating with customers keeping them informed and engaged.

OUR STUDENTS

Our course attracts learners who are motivated to expand their marketing knowledge and grow their careers. Small and medium sized businesses should consider enrolling employees to expand and compliment current job duties or strengthen and substantiate marketing experience.

STUDENT TIME COMMITMENT

Students should expect to spend four to six hours engaging with on-demand content created by industry experts, including hands-on activities and assignments in the online learning portal (LMS) and attend weekly live/online group sessions (two hours) for engaging in real time with peers, mentors, and industry experts.

Sponsoring this course is a valuable way to support the success of Central Coast Businesses and invest in our economic vitality. A \$5000 investment, helps offer subsidized tuition for the local workforce, earns name recognition in SLO Partners and EVC's promotional materials and includes two course registrations for you or your team. Please contact Loreli Cappel for more detail.

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