

Learn how to  
**Create, Analyze, Optimize & Execute**  
 a Digital Marketing Plan for Performance Campaigns

# PERFORMANCE MARKETING ESSENTIALS FOR THE REAL WORLD

EXPLORE AUTOMATION TOOLS | PRACTICAL TAKEAWAYS | APPLICATIONS

with **Jessica Avedikian**



## WORKSHOP AGENDA

One Day Session | September 2022

Welcome	Introduction and icebreaker.
<b>Digital Marketing: the set-up</b>	
Digital Marketing Strategies	Marketing funnels vs. sales funnels: what are they, and how to create them.
	Creating a customer journey: how to take your prospect from cold to client.
Digital Marketing Tactics	Understanding your customer: how and where to get the insights that matter.
	Reaching your persona: assessing & choosing the right channels for your efforts.
<b>Social Media Strategies: how to create social content that resonates</b>	
Creating a digital brand	What's a strategy, and how to create one that you can actually use?
	Understanding the WHY: uncovering your brand on a deeper level.
Developing a brand online	Conducting an internal and external study: assess your brand's discovery section and translate it into action plans. (Market/ Audience/ Competitors/ Brand)
	Social listening: how to leverage market conditions to your brand's advantage.
<b>Performance Marketing: Advanced Overview</b>	
Ad-setup 101	Find and define relevant goals and objectives.
	Stages of a campaign and ad progression.
Mid-funnel ads management	How to go from broad ads to niche retargeting.
	Testing and optimization: how to test ads and assess what works. (A/B testing)
Hands-on ads training	Practical ads setup with detailed step-by-step.
	Practical platform training: cover Facebook, Instagram, Snapchat, Tiktok, LinkedIn, and Snapchat ads.
Bottom of funnel optimization	How to understand bottom-of-funnel campaigns, optimize for ongoing growth, what to measure, and how to set and meet your KPIs.