

100 - Essentials

01 - Introduction	2:10
02 - What is a Digital Strategy?	5:34
03 - Why Do You Need a Digital Strategy?	3:07
04 - The Steps to Build a Digital Marketing Plan	2:39
05 - The Importance of Digital Strategy Case Study: Hospital	8:23
06 - The Importance of Digital Strategy Case Study: Krista Neher	5:38
07 - Biggest Digital Challenges	1:49
08 - How a Clear Plan Helps	7:43
09 - The Benefits of a Clear Plan	2:36

Total Topics = 9

Total Time = 39:39

10 QUESTION QUIZ

200 - Building a Solid Strategy

10 - Building a Solid Strategy Step 1: Listen	4:48
11 - Listening to Consumers	3:19
12 - Listening to the Competition	3:59
13 - Listening to Your Category or Industry	4:23
14 - Building a Solid Strategy Step 2: Marketing Strategy	1:04
15 - Marketing Strategy: The GSOT Framework	9:01
16 - Marketing Strategy: What is a Goal?	2:38
17 - Marketing Strategy: What is a Strategy?	6:51
18 - Marketing Strategy: What is an Objective?	8:01
19 - Marketing Strategy: What is a Tactic?	5:33
20 - Marketing Strategy: The Customer Experience	5:13
21 - Marketing Strategy: Buying is a Process	2:43
22 - Marketing Strategy: "ANCRA"	3:18
23 - Marketing Strategy: "ANCRA" - Attract	6:01
24 - Marketing Strategy: "ANCRA" - Nurture	7:02
25 - Marketing Strategy: "ANCRA" - Convert	2:29
26 - Marketing Strategy: "ANCRA" - Retain and Grow	1:49
27 - Marketing Strategy: "ANCRA" - Advocate	2:47

Total Topics = 18

Total Time = 1:20:59

10 QUESTION QUIZ

300 - The Digital Ecosystem

28 - The Digital Ecosystem	5:37
29 - Tactics: Social Media	5:39
30 - Tactics: Ads	5:18
31 - Tactics: SEO	2:40
32 - Tactics: Website	3:27
33 - Tactics: Conversation Marketing	4:35
34 - Tactics: Email	1:54
35 - Tactics: CRM	2:43
36 - Tactics: Mobile	2:50
37 - Determining the Right Tactics	1:13
38 - Connecting Strategy to Tactics	6:22

Total Topics = 11

Total Time = 42:18

10 QUESTION QUIZ

400 - Putting Your Strategy Into Action

39 - Cascading "GSOT"	3:38
40 - Linking KPIs to "GSOT"	6:48
41 - Beware Simplistic Measurement	4:33
42 - Prioritizing Digital: Where to Start	1:20
43 - Prioritizing Digital: Hero, Hub, Hygiene	9:43
44 - Prioritizing Digital: Investment-Impact Analysis	9:42
45 - Investment	1:40
46 - Impact	3:17
47 - What if I Don't Know the Impact?	5:16
48 - Analyze and Improve	4:23
49 - Integrating Digital	5:00
50 - Measurement For the Success of Your Facebook Page	2:24

Total Topics = 12

Total Time = 57:44

10 QUESTION QUIZ

BONUS! Digital Strategy Tool Reviews

Match Your Business Needs to the Right Software with **G2Crowd** Tools for Competitive Ad Analysis

Resources:

Digital Marketing Strategy Action Planner
Listening Guide
Digital Marketing Priorities Quick-Start Guide
Digital Strategy Template (GSOT)
Digital Marketing Strategy One-Page Summary
Digital Marketing Measurement Quick-Start Guide

Course Total Topics = 50

Course Total Time = 3:40:40