Digital Marketing Implementation and Strategy

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The Importance of Fluency in Digital Marketing

Over the last 10 years, the most successful companies in the world, from start-ups to fortune 100, have diversified their marketing budgets. In addition to advertising in traditional out of home (TV, radio, billboards), brands are investing on platforms that consumers use every day: Google, Facebook, LinkedIn, Instagram, and YouTube.

Rich targeting data, advanced tracking, and quick feedback loops allow marketers insight and agility that was never available before. It also requires marketing to couple both a creative-centric approach with a strong analytical mindset.

Digital Marketing Implementation and Strategy provides students with an in-depth understanding of digital marketing. Specifically, how to execute, analyze, refine, and improve marketing campaigns across Google, Facebook, Linkedin, Instagram, Reddit, and more. The class goes beyond launching ads on these platforms and includes dissecting the strategies behind the most successful digital marketing programs.

Whether the goal is to find a career in digital marketing or to learn enough to hire and manage a marketer/agency, students will leave with the class with the confidence and technical know-how to launch and manage successful marketing campaigns.

Course Summary

This course is focused on developing students’ skills to independently launch, manage, and optimize digital marketing campaigns. Students will learn how to architect and optimize marketing spend. We’ll cover Google Ads and Facebook, from getting started to advanced concepts. We’ll also discuss complementary digital channels worth testing. In order to illustrate each topic, students will view and interact with real company data.

This course is made for students with an operational or analytical mindset looking to develop concrete skills in marketing. There is no prior marketing experience required. If your goal is to launch an ad on Google’s various networks, gain familiarity with the vast targeting options offered by Facebook, or write great ad-copy, this class is the right fit.

Course Format and Expectations

The course will be a combination of lectures, workshops, and guest speakers. During the lectures, students will learn about ad interfaces, strategies, and methods of execution. Our workshops provide the opportunity to directly interact with the ad interfaces; this will serve as
a way to implement concepts covered in class. Finally, guest speakers will discuss the role that digital marketing has had on their business, as well as out-of-the-box ways they’ve found success.

In the beginning of the course, students will divide into groups of four and draw from a variety of pre-selected consumer companies (AirBNB, Volvo, Microsoft, etc..). Throughout the quarter, groups will use the concepts we learn in class to continuously add to a comprehensive marketing plan for their company. At the end of the quarter, groups will present parts of their digital marketing strategy to the class.

Grading:

<table>
<thead>
<tr>
<th>Group Grading</th>
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<tr>
<td><strong>Quarter Project:</strong> does the project reflect a quarter’s worth of learning and effort, did groups apply the concepts covered in-class to real-world problems, does the project demonstrate competence in the area of digital marketing, did the groups approach the project in a meaningful way</td>
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<td><strong>Assignments:</strong> each week groups will submit updates made to their quarter project that cover the topics discussed in class</td>
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<table>
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<tr>
<th>Individual Grading</th>
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<td><strong>Class Participation:</strong> do you move the conversation forward by asking thoughtful questions, did you utilize the time during workshops to best understand the tools in consideration, did you provide feedback, insights or offer a different perspective to students as they worked through similar problems</td>
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<td><strong>Final Paper:</strong> this final paper will be a reflection of the specific concepts you plan to incorporate throughout your future roles</td>
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**Technology Usage:**

Students will be allowed to use laptops in the classroom ONLY when the professor allows. Primarily this will be when students are learning new ad platforms or tools and testing techniques. All laptops must be powered down during any guest speaker presentations as it is disrespectful to our guests and your classmates. All phones must be muted during class. Failure to do so may impact a student’s class participation grade.

**Recommended Reading before the Quarter**
Course Schedule
The course schedule outlined below may change during the course, especially as it relates to guest speakers.

Week 1: The Landscape of Digital Marketing
Overview: Before opening the various ad platforms, we must understand how they’re different and when to use each. This means discussing the intent of various marketing channels. The different intent of each channel becomes clear when we review specific ad types.

Digital marketing is metrics driven. The first class covers the metrics we’ll use as we dive into the various ad platforms. Learning basic principles during the first lecture will allow us to accelerate the pace of future lectures.

We’ll also introduce and walk through the final project during week 1. This will provide students a more in-depth overview of the topics that we cover over the following 9 weeks. At the end of class, students will partner up and pick a company that they’ll use for the rest of the quarter.

Class Format:
1. Introduction: introduction of professors and what we hope to accomplish during this course.
2. Lecture: Introduction to Digital Marketing
3. Quarter Project: introduce the quarter project and walk through an example
4. [workshop] Environment. prepare to advertise on google and facebook

Week 2: The Complete Intro to Google Ads: Search
Overview: Google search is one of the most reputable and powerful advertising platforms in the world. Without any prior experience, getting ads live on Google can be overwhelming. How much will I spend? What will I get for my money? Am I doing this right? This class breaks down google into simple structures. Students will learn about campaigns, ad groups, and keywords. They’ll also learn the basic levers within their control to launch an ad. These introductory best practices will give students enough to create a successful keyword strategy.

Class Format:
1. Lecture: Google Ads – Intro and Best Practices
2. Exercise: implementing google pixels
3. Exercise: reviewing UTM parameters in Google Analytics
Week 3: **Google Ads – Intermediate**

**Overview:** Students continue their development of Google advertising by learning how to leverage competitor data, implement proven search strategies, write solid ad copy, and optimize keywords. After this class, students will have the skills to efficiently launch ads on Google. Additionally, students will have the ability to provide specific feedback on a company’s ad strategy by simply looking at the ads account.

**Class Format:**

1. **Lecture:** Google Ads – Intermediate; competitors and basic refinement
2. **Workshop:** tools to find information about competitor keywords
3. **Workshop:** writing ad copy to sell – boosting your click-through-rate

Week 4: **Google Ads - Advanced**

**Overview:** During the advanced search lecture, students learn the theory behind account optimization. The ultimate goal of marketing on Google is to scale spend profitably. We’ll cover signs that a company is able to scale spend, and if they are, how profitably. The advanced lecture also introduces students to the most specific targeting options. Students will leave class with the ability to leverage Google data to forecast revenue growth. They’ll also have a deep understanding of the various options within their control to improve Google's performance.

**Class Format:**

1. **Lecture:** Google Ads – Advanced; optimizing and scaling
2. **Exercise:** students have the opportunity to independently optimize a google account

Week 5: **The Basics of Facebook Advertising**

**Overview:** Facebook advertising focuses on ‘discovery’ advertising. This is the process of introducing someone to your product when they aren’t explicitly searching for it. This lecture is an introduction to Facebook’s ads manager. Students will understand why advertisers flocked to Facebook because of its robust demographic and targeting options. Like Google, Facebook is imperative to any digital strategy. The formula for success is different. The class lecture follows a start-up launching their first ads on Facebook using best-practices.

**Class Format:**

1. **Lecture:** Facebook Ads - Basic Advertising on Facebook
2. **Guest Speaker:** CEO, consumer products company
Week 6: **Advanced Facebook Advertising**

**Overview:** Students now know how to launch a Facebook ad. This class builds on the idea of ‘putting the right ad in front of the right person’. We’ll dive into Facebook’s transparency tools and how these help digital marketers. We’ll also review lookalike audiences, one of Facebook’s most popular targeting options. In the end, students will know how to combine various targeting options on Facebook to find success with a variety of ad products.

**Class Format:**

1. **Lecture:** Facebook Ads - Advanced Advertising on Facebook
2. **Guest Speaker:** CEO, consumer products company

Week 7: **Complementary Channels**

**Overview:** Digital marketers are driven by a common goal: find the channel with the highest return on ad spend and scale it. New channels pop up constantly. With these new channels comes opportunity. Pinterest, LinkedIn, and Reddit are 3 companies who are still tweaking their ad offering. Fewer advertisers on these platforms means greater rewards to the advertisers who can make them work. We'll go through the interfaces of these three companies. The lecture will also include tactics for exploring new ways to spend on digital

**Class Format:**

1. **Lecture:** Complementary Channels
2. **Discussion:** how complementary channels could work with your company

Week 8: **Introduction to Search Engine Optimization**

**Overview:** Search Engine Optimization is the process of driving organic traffic to your website by ranking higher on Google search results. This is not paid advertising. SEO is often intertwined with SEM. In this lecture, we’ll examine how to use your paid marketing data to inform search engine optimization. The lecture will also review how to implement SEO best practices once the structure and outline have been completed

**Class Format:**

1. **Lecture:** The Basics of SEO
2. **Guest Speaker:** SEO Expert
Week 9: Reporting, Management, and Auditing

Overview: The last lecture before presentations introduces tools needed to track and manage digital marketing. These are tools used by senior executives, agencies and independent consultant. Especially at larger organizations, visualization is critical to managing the success of marketing campaigns. Students will learn how to customize tools to their exact needs. They’ll also be able to experiment with visualization tools during a workshop.

Class Format:

1. Lecture: Managing Digital Spend with Visualization
2. Workshop: Customizing visualization tools

Week 10: Presentations

Overview: During our final class, groups will present on the marketing plans created for their companies. Groups will focus on the intricacies of their strategy and why they chose to advertise the way that they did.

Class Format:

1. Presentations: groups will have 5-10 minutes to present on one topic as it relates to their marketing strategy