

Modern Marketing for LDS Media: Developing a Strategy from Traditional Tactics to Influencer Engagement"

Week 1: Defining YOUR version of success

- The value of strategic planning
- Documenting your anticipated outcomes & writing measurable objectives (workshop)
- Leveraging your financial, technical, and human resources for success
- Key Performance Indicators (KPI's)

Week 2: Who exactly are you talking to?

- Identifying your target audience & segmentation
- Understanding your audience
 - Jobs-to-be-done framework
 - The value of personas
- Your objectives vs. their jobs- finding the common ground

Week 3: Brand Strategies

- Articulating your creative brand story
- Visual and messaging consistency across channels'
- High Level Messaging plan
- Design cheats and support

Week 4: Marketing Channels 101

- Findability, shareability, tactical marketing, messaging
- Channel mapping & planning
- To website or not to website

Week 5: Marketing Channels 102

- Social Channels & Cross-platform content strategies
- Scheduling, repurposing, and measuring content
- Exercise: Create a weekly content plan

Week 6: Data-Driven Decision Making

- Using analytics to refine marketing strategies
- Tracking key metrics for creative businesses
- Exercise: Analyze and optimize sample campaigns

Week 7: Presentation of Marketing Plans & Group Feedback

- Participants present their comprehensive marketing strategies

- Collaborative feedback session
- Final reflection and course wrap-up