

Presented by **CHARLIE CHARLIE ONE**

TECHVETS



Introduction to **Digital Marketing Careers**

WEBINAR



4TH MAY 2022 • 10AM - 12PM

WELCOME!

About this webinar



BACKGROUND

- Pg Dip Broadcast Journalism
- ITV News/Sky News
- Reservist (3 operational tours)
- Nepal, Barnstaple x2, Australia, Shrivenham, Texas, Maidstone, Kenya, Larkhill, Netheravon
- Just about to do 11th move in 13 years.
- Digital course: We Are Squared by Google





EMPLOYER
RECOGNITION
SCHEME

BRONZE AWARD

CC1 Background

2012 Incorporated



Began life as a pure PR and communications agency focusing on the Defence and Security sectors. Focus on B2B.

2017



Reposition and retrain to move into digital marketing & social media space. Focus remains on B2B with B2C client base growth.

2022



Six core staff based in the UK and Australia. Tech investment across platforms including Meltwater Media, HubSpot and SEM Rush.

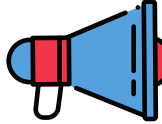
WHAT IS DIGITAL MARKETING?

Meredyth Grant



DIGITAL MARKETING IS . . .

 All marketing efforts that occur on the internet

 All businesses at all levels leverage digital channels to connect with current & prospective customers

 It includes includes communication through text or multimedia



Work from home or
remotely anywhere
in the world

Flexible hours



WHY YOU SHOULD CONSIDER A CAREER IN DIGITAL MARKETING



Train or upskill
remotely and for free

Digital Marketing & Tech
are growth sectors





Why go digital?

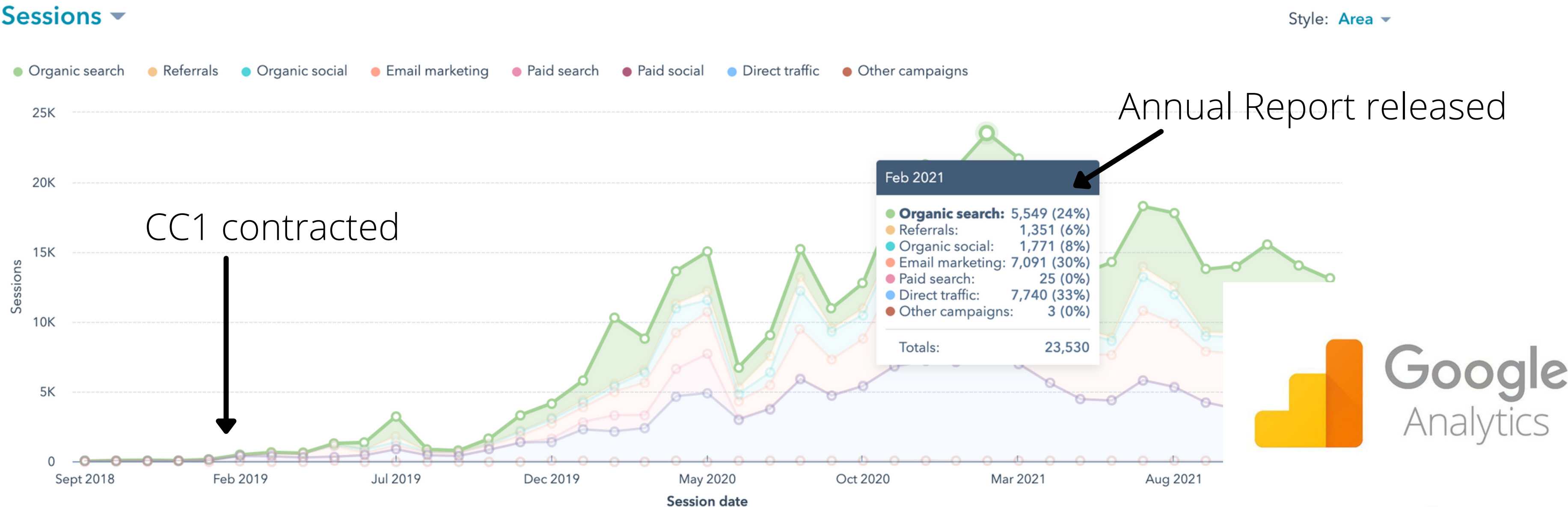
Traditional advertising

- high cost
- little flexibility
- difficult to quantify
- great for broad brand awareness

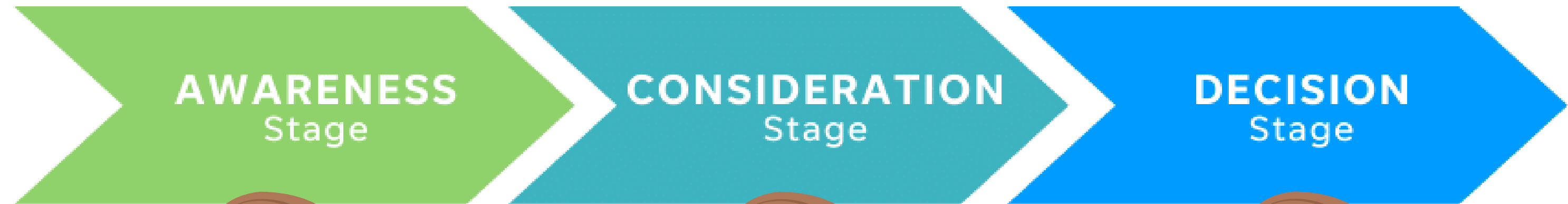


Digital Marketing is Data Driven

Highly flexible, cost effective, test and adjust campaigns to get ROI.



Buyer Journey



Your buyer has realized that they have a problem that they need to solve. They're just starting to look for a solution to their problem.



Your buyer has determined what their problem is, and they've committed to finding a solution. Most buyers will be looking for their solution online.



Your buyer is settled—they're making a purchase. The only questions at this point are what exactly they're buying and who they're buying from.

Content Marketer

SEO/PPC Specialist

Web Support

Social Media Marketer

Chief Marketing Officer (CMO)

Data Analyst

Affiliate Marketer

Web Designer

Video/Audio Specialist

Marketing Sales

Email Marketer

GFX Designer

Paid Social Media Ads Specialist

CRM Management

Online PR Advisor

Google/Native Ads Specialist

DIGITAL MARKETING IN PRACTICE

Meet the rest of the panel!

SEO & WEBSITE TECHNICAL SUPPORT

Clare Marx

MY BACKGROUND

- Degree - Bsc (Hons) Information Communication Management & MA 12th History
- Born in Teesside and lived in Newcastle, Colchester, Barnstaple, Hereford, Bordon, Lyneham, Maidstone & Catterick Garrison
- Military spouse for 13 years with 2 young children
- Previously worked as Information Manager, PA & Accounts

SEO



SEO stands for “**search engine optimisation**.”

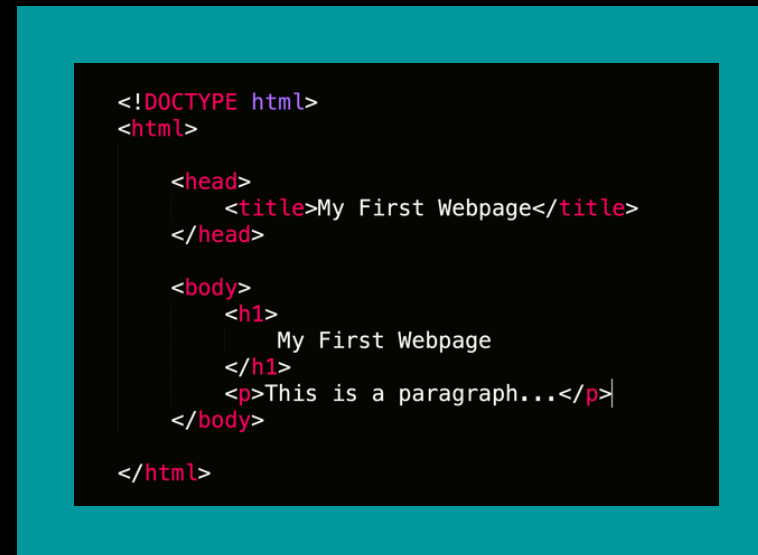
It's the practice of increasing both the quality and quantity of website traffic through non-paid ("organic") search engine results.

WEBSITE TECHNICAL SUPPORT

According to Kinsta.com
43% of all websites are
Wordpress.



According to statista.com
92.47% of Search engine
usage is through google.



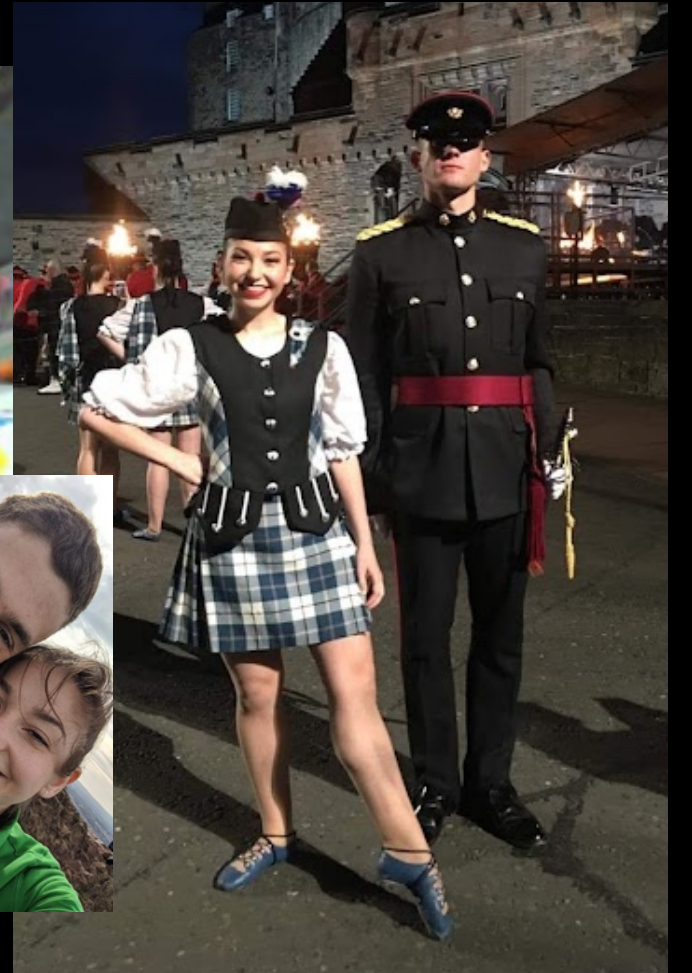
There are around 700
separate programming
languages.

CONTENT CREATION & DIGITAL TOOLS

Laurel Walsh

BACKGROUND

- Studied Journalism.
- Started at Canadian newspapers/magazines.
- Pursued graphic design for more flexible freelance work, joined a Canadian digital marketing agency.
- Was able to dance professionally on the side.
- Met RLC Captain in one of my shows!
- Now flexibility = working remotely from wherever we need to be (3 moves so far).



Content Creation for Digital Marketing

= Making and sharing written and visual content with the goal of building the visibility of a brand and driving new users to a brand's website/services.

- Blogs
- Infographics
- Webpage Copy
- Social Media Posts
- Social Media Graphics
- Interviews
- Press Releases
- Marketing Emails
- Event Posters
- Podcasts, & More





💡 You **don't** need formal academic training to be a great content creator.

💡 You **don't** need tools outside of your own laptop or computer.

💡 You **do** need creativity, an internet connection, and the right skills.

Camva:

Quick Design Tips for Digital Marketing

1 Use **Visual Hierarchy**: Most important things = biggest/boldest/brightest!

2 Prioritise **Consistency**: Make sure you're using the same colour palette and fonts throughout all of a brand's materials (RedKetchup, DaFont).

3 **Less is More**: Blank space is useful, so always lose filler where possible.
– 'and' can become '&,' use [...] to shrink long quotes

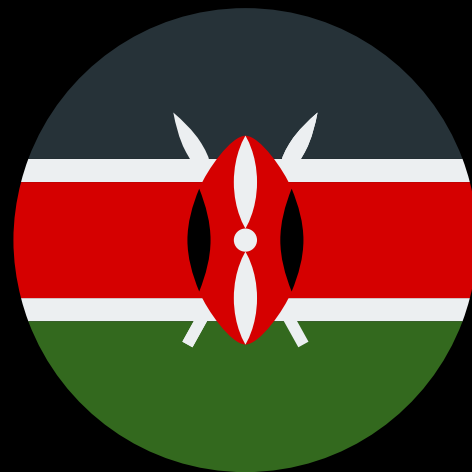
4 Take Advantage of **Templates**: Don't feel like you always have to start from scratch.

5 **Mess Around**: Mistakes are a great source of new ideas & creativity (plus the more you play around with design tools, the better you get).



PAID SOCIAL MEDIA ADVERTISING

Rebecca Cartwright



COLLABORATIVE WORKING, CRM & EMAIL MARKETING

Caroline Stewart

1

Degree in French and German,
Marketing Diploma

2

15 years marketing experience
working in Tech

3

7 years freelance

4

Upskilled during the pandemic in
Digital Marketing & Hubspot

5

Account Manager at CC1



A bit about me

1 Set your objectives

2 Marketing Stack
Email Marketing, Forms, CRM

3 Planning, plan out your content

4 Execution

5 Who?

**Collaborative
working**

CRM & Email Marketing

Set your objectives

1

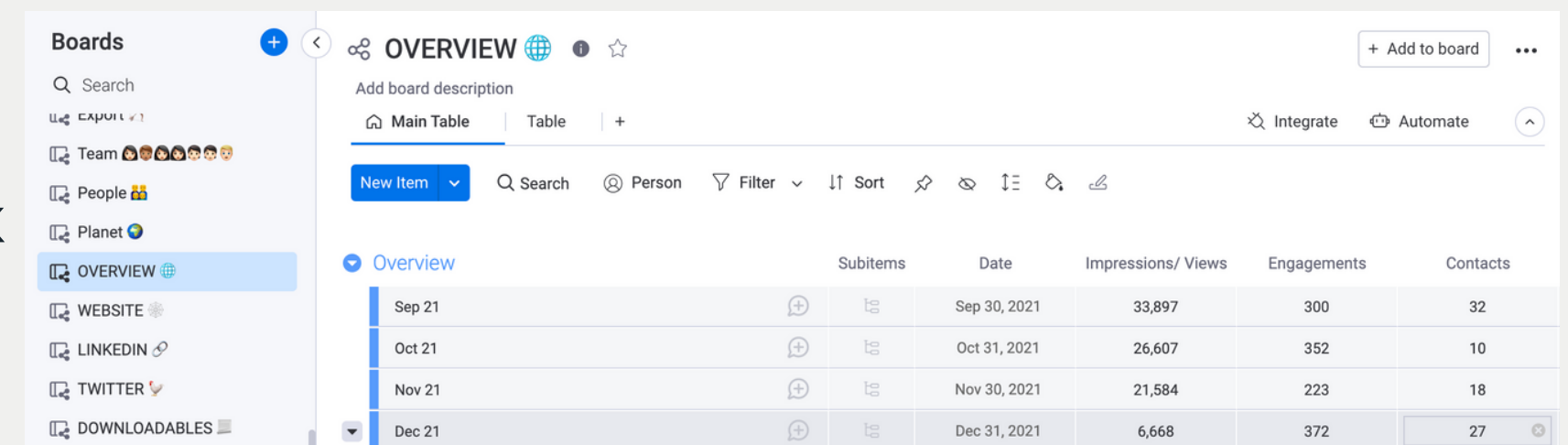
How does your marketing plan fit in with what you want to achieve at a corporate level?

2

Project management tool – to plan everything out

3

Set at the start of a period, check back EOM/ qtr etc.



The screenshot shows a web application interface for a project management tool. On the left is a sidebar with a 'Boards' section containing a search bar and several icons for different boards: Team, People, Planet, OVERVIEW (selected), WEBSITE, LINKEDIN, TWITTER, and DOWNLOADABLES. The main area is titled 'OVERVIEW' and includes a 'Main Table' tab. Below the tab is a 'New Item' button and a search bar. The table itself has columns for 'Subitems', 'Date', 'Impressions/ Views', 'Engagements', and 'Contacts'. It contains four rows of data for the months of September, October, November, and December 2021. Each row has a '+' icon in the 'Subitems' column and a gear icon in the 'Contacts' column.

Subitems	Date	Impressions/ Views	Engagements	Contacts
Sep 21	Sep 30, 2021	33,897	300	32
Oct 21	Oct 31, 2021	26,607	352	10
Nov 21	Nov 30, 2021	21,584	223	18
Dec 21	Dec 31, 2021	6,668	372	27

Marketing Stack

1

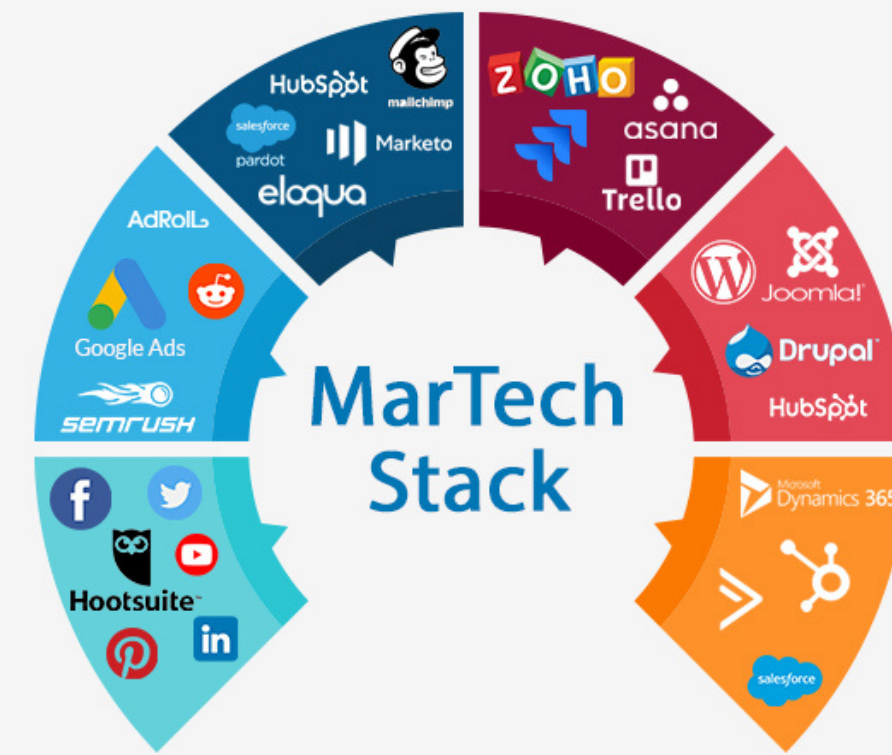
Project Management Tool

2

CRM integrated with website, forms, data capture etc.

3

Email Marketing with the CRM being at the hub of your marketing world



Marketing Email

Manage


Analyze

Health

List

Folders

Search for emails




Type:

All emails ▾

All emails

- Draft
- Scheduled

<input type="checkbox"/>	TITLE ▴ ▾	
<input type="checkbox"/>	New email	
	<div><div></div> Draft</div>	Updated 9/12/2021 by



Contacts ▾

Conversations

Clone

Activ

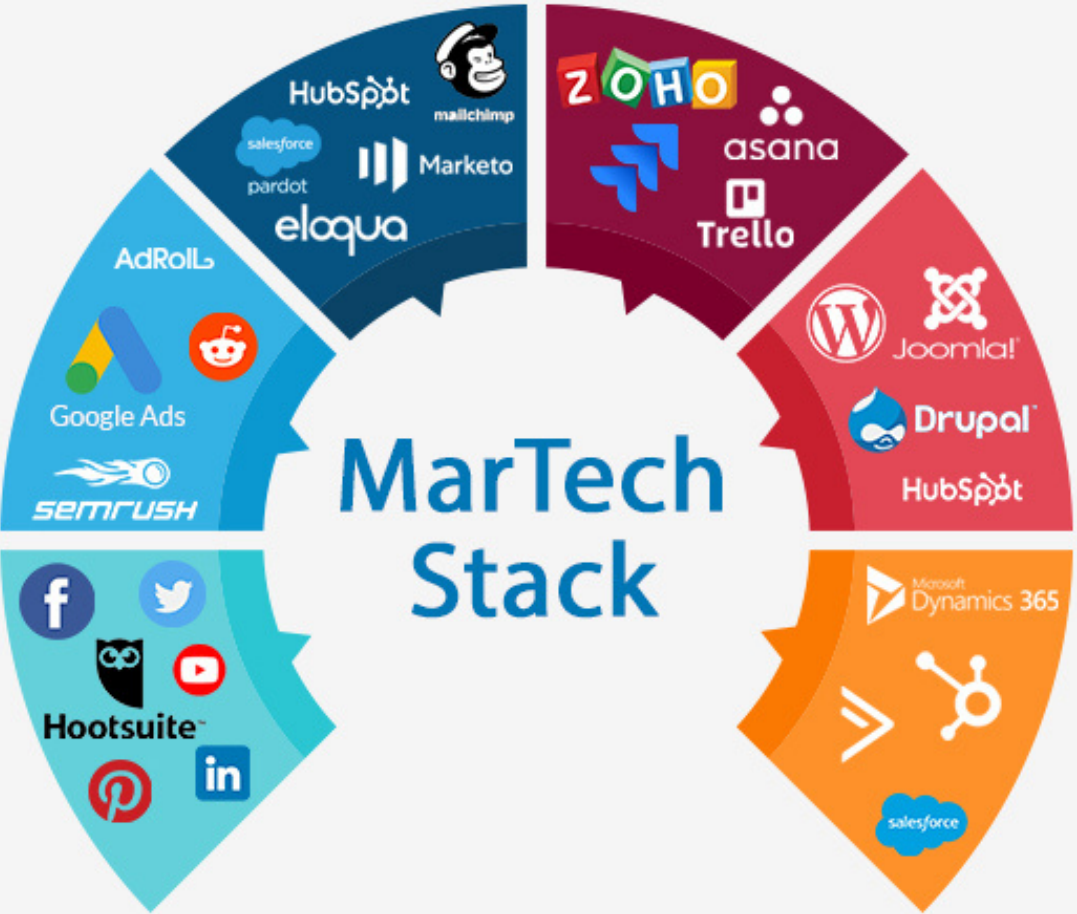
Contacts

Companies

Calls

Activity Feed

Lists



Girl Guiding Media Training in Foxlease

by HQ on April 25, 2022



Share



Girl Guiding Media Training in Foxlease



Language: English
Publish date
25 April 2022 10:24
URL
<https://blog.charliecharlieone.co.uk/girl-guiding-media-training-in-foxlease>
[View details](#)

Performance Optimization



Nicely done

Your content is published. Share it with the world using the URL above.
Once people start viewing your page, performance metrics will appear here.

Start driving traffic to your blog post



Create a social post
Share your message with the world by posting it on social media.



Create ad campaign
Get a head start on driving traffic to your page with a targeted ad.

Planning

1

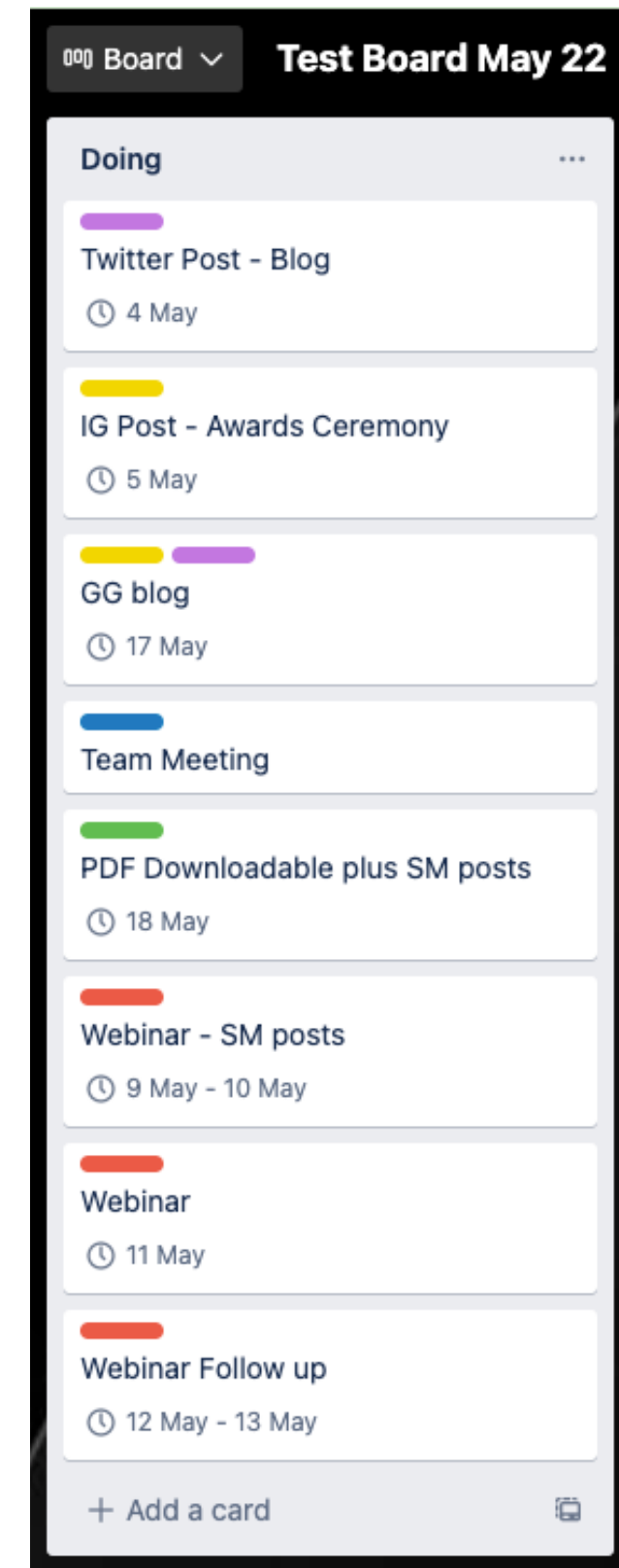
Brainstorm your content

2

Know what activities you have coming up
(events, webinars, PRs, Blogs,
Downloadable content pieces)

3

Populate your Project management tool



Execution

NOTE: Whilst the planning is great, you need to also be re-active.

1

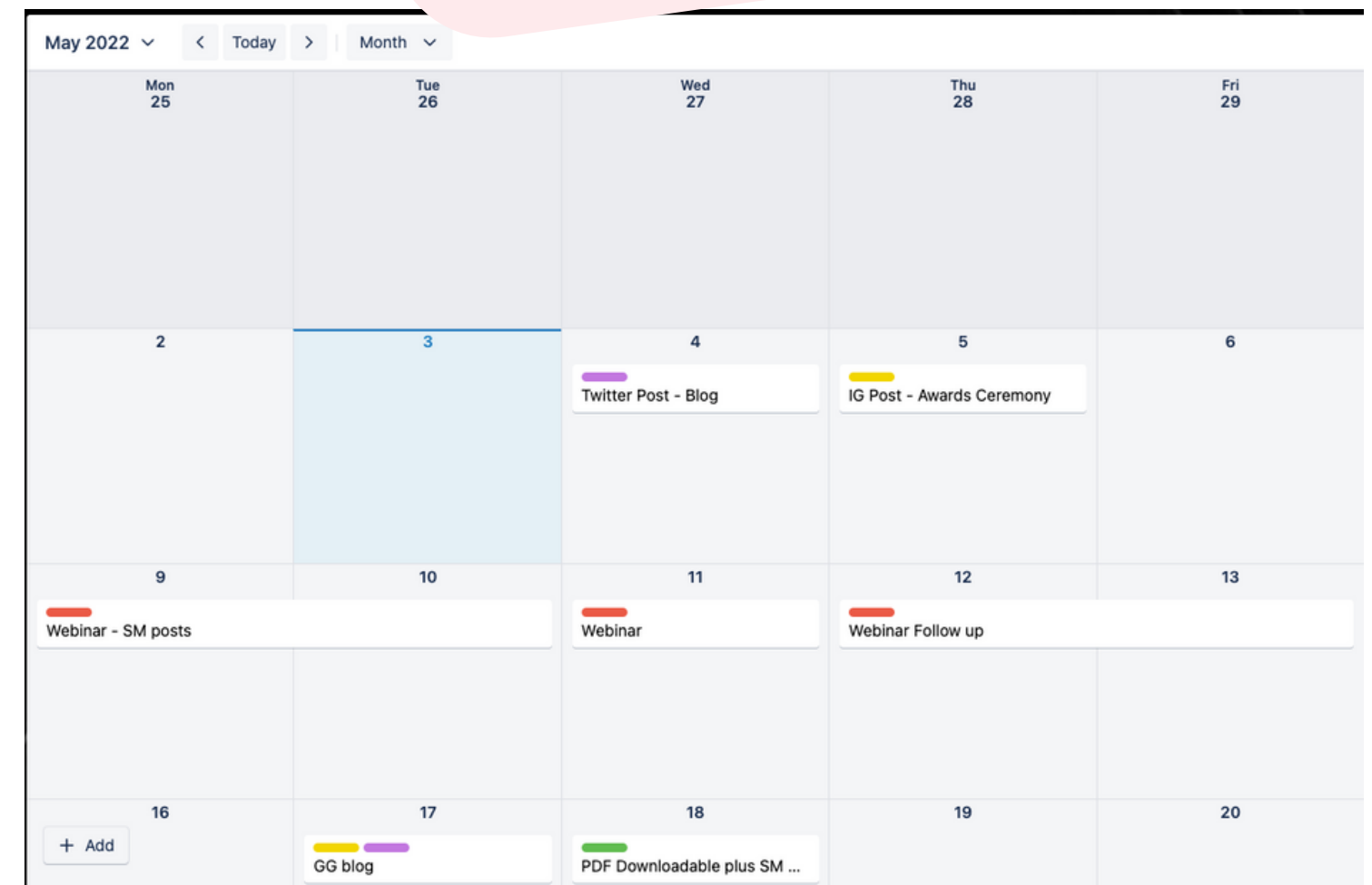
It needs to be dynamic and collaborative otherwise it won't work

2

If you have teams in different countries how will you all know that there's a space in the diary

3

Syncing up



Who?

1

Who in your team is responsible?

2

Do you have a writer/ designer etc.

3

Use the tools to make sure that everyone is accountable



1

Set your objectives

In line with your corporate objectives

2

Marketing stack

Choose the right tools, run a trial. Keep the CRM at the hub.

3

Planning, plan out your content

Brainstorm all the relevant pieces of content, where are the gaps?

4

Execution

Choose a good project management tool and be collaborative with your team

5

Who?

You can't do everything yourself so where are the gaps, who can you find to help?

Next Steps

Tips for getting started

TRAINING & PATHWAYS

Meredyth Grant

SEO/PPC/Keyword/Data Courses

We use SEM Rush SEO/keyword software to interrogate & understand search trends across demographics, platform & geography to inform & shape content to meet the needs of audiences.

Free Online Digital Marketing Courses and Exams




 SEO

Digital Marketing for SMBs with Greg Gifford

11 lessons 1 hour

In 10 lessons, prominent industry expert Greg Gifford will give you a solid understanding of the basics of digital marketing. The course covers different areas of digital marketing for SMBs, from SEO to display advertising, from email marketing to competitive research. [Learn more.](#)

Enroll for free


 SEMRUSH TOOLS

Audit Your Online Visibility with Semrush

6 lessons 1 hour

Semrush CSM Kelsey Gettis will show you everything you need to get started in Semrush by benchmarking in the 3 main areas of SEO; Keywords, site health and backlink authority [Learn more.](#)

Enroll for free

 SEMRUSH TOOLS

Semrush Overview Course

3 lessons 30 minutes

This course will help you get acquainted with Semrush, learn about our analytics reports and project tools, and discover how to get the most out of the suite with third-party services integration. After completing the course, you will be ready to start learning about Semrush toolkits with our specialized courses. [Learn more.](#)

Enroll for free

[View all our courses](#)

[Get certified](#)

Content Creation: Design Courses



Canva: 'Design School' (Video Series)

HubSpot Academy: 'Graphic Design Principles & Best Practices'
'Design Foundations: Building Brand Guidelines/Consistency'
'Designing and Building Graphics'

Coursera.org + Google: 'Graphic Design Specialization'

Adobe Tutorials: 'Digital Design Quick Start' (Video Series)



Social Media Courses

FREE



Don't forget TikTok!



400-101 Facebook Certified Media Planning Professional Exam Courses

You can use these curated lessons to prepare for the 400-101 Facebook Certified Media Planning Professional

[Learn more](#)

Enrol

410-101 Facebook Certified Media Buying Professional Exam Courses

You can use these curated lessons to prepare for the 410-101 Facebook Certified Media Buying Professional

[Learn more](#)

Enrol

A Strong Hypothesis Leads to Actionable Insights

A well-structured hypothesis can provide strategists with valuable and actionable insights, whether or not it turns out to be true. In this lesson, we explore both how to compose a strong

[Learn more](#)

Enrol

A/B Testing

A/B Testing can help you compare the performance of two different ads for the same campaign. This course will teach you how to take advantage of Facebook's ad optimizer so that you can identify which of your ads are

[Learn more](#)

Enrol

A/B Testing for Campaign Optimization

In this lesson, we explore how A/B testing works and when to use an A/B test to optimize campaigns.

[Learn more](#)

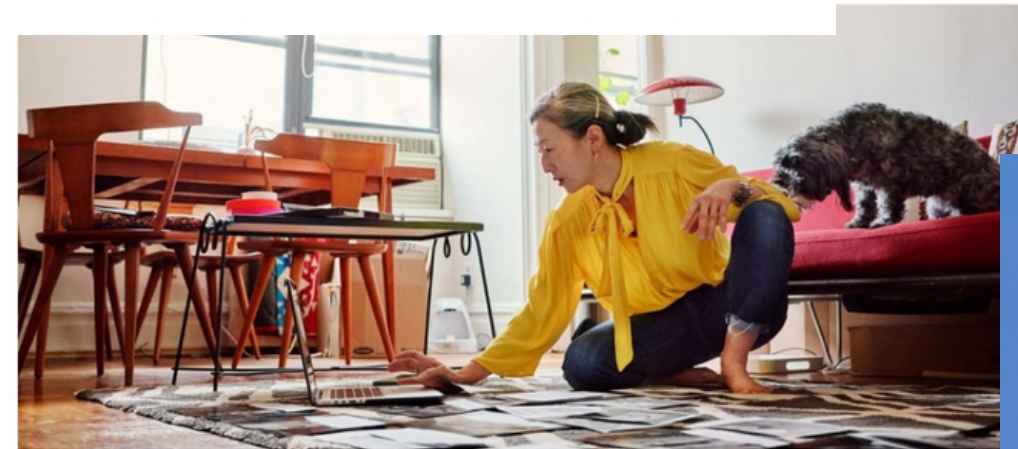
Enrol

A/B Testing: Identify Actionable Results

<p>In this lesson, we review the outputs of an A/B test and how to identify actionable results.</p>

[Learn more](#)

Enrol



For small businesses

How small businesses navigate the challenges of today's economy

Sample courses:

- Marketing for small businesses
- Building a small business website
- Social media for small businesses

[See all courses](#)



Instagram Training Course: Learn How to Use Instagram for Marketing

FREE Course

It's easy enough to use Instagram, but harder to use it successfully. Learn how to put together an Instagram marketing strategy that will make a real difference for your business. In this course, you'll learn what a successful Instagram strategy looks like, how to develop and analyze Instagram content and how to promote that content with Instagram ads.

Complete Marketing Skills Courses



Popular Marketing Certifications

Grow your **Marketing** career by completing one, or all, of our globally recognized certifications.

Inbound

Social Media Marketing

Inbound Marketing

Content Marketing

Digital Marketing

CERTIFICATION 
Marketing



10 lessons | 6 hours

Social Media Marketing

Learn how to build an effective social media strategy, extend your reach, excel in digital advertising, measure ROI, and more.

Recommended for:

- Social Media Marketers, Marketing Professionals, and Aspiring Marketers

What you'll learn:

- Develop an engaging and effective social media strategy for your business.
- Build an inbound social media strategy that delights your customers and grows your bottom line.
- Leverage the power of social media to transform your business and your career.

Includes:

 1 Certification  38 Videos  29 Quizzes  Resources

Q&A TIME

Charlie Charlie One team

NEXT STEPS



TECHVETS



charliecharlieone