

ULTIMATE DIGITAL MARKETING TRAINING

Lightspan Digital offers small group (up to 5 people) [digital marketing training](#). Ideal for marketing and sales team members, the training empowers your team to grow your social media presence, generate more traffic and identify leads. The program includes three core classes and specialized training in two social networks. Additional two-hour courses covering digital marketing topics also available:

SOCIAL MEDIA FUNDAMENTALS We'll cover why people are online and how businesses can leverage social media marketing, discuss each network's strengths and core features and how to use social media with purpose.

STRATEGY & PLANNING We'll identify your social media objectives and goals that complement your business objectives and marketing initiatives, identify story themes and how to create compelling content, and identify your audience and targets.

MEASURING RESULTS We'll review how to track your social media marketing using Google Analytics, how to analyze your website data and adjust your marketing strategy based on quantifiable results.

SPECIALIZED NETWORK TRAINING To start, choose 2 social media networks from six available based on your business objectives.

***OPTIONAL ADDITIONAL COURSES** Receive specialized training in content marketing, email marketing or advanced analytics.

CHOOSE YOUR PROGRAM

Pick an available package or build your own. Each package includes the three core courses and two networks covered in four sessions. Each additional course is two hours long. Not sure what package to choose? Contact Kate Hamilton at 312-238-8966 or kate@lightspandigital.com.

	GETTING STARTED	LEARN A LITTLE	LEARN A LOT	CONTENT MARKETING 101	BUILD YOUR OWN
SOCIAL MEDIA FUNDAMENTALS	X	X	X	X	X
STRATEGY & PLANNING	X	X	X	X	X
MEASURING RESULTS	X	X	X	X	X
SPECIALIZED NETWORKS COURSES	Check 2	Check 3	Check 4	Check 2	Check all
Twitter Optimization, targets, list building					
Facebook Optimization, creating visual content					
LinkedIn Page optimization, groups, search					
Google+ Page optimization, communities, Hangouts					
Location-based Networks Leverage Yelp, Google Local, FourSquare & Belly					
Leverage Picture Content Use photos on Facebook, Instagram & Pinterest					
OPTIONAL ADDITIONAL COURSES					
CONTENT MARKETING & CREATION Content calendar, blog writing, writing for SEO & blog outreach				X	
EMAIL MARKETING Best practices & email services				X	
ADVANCED ANALYTICS Goals, WebMaster Tools, Funnels & Visual Flow				X	
PRICING & HOURS	\$1,200 (4 sessions, 8 hours)	\$1,450 (5 sessions, 10 hours)	\$1,700 (6 sessions, 12 hours)	\$1,700 (6 sessions, 12 hours)	# Courses x \$300 (2 hours per course)
	SCHEDULE GETTING STARTED	SCHEDULE LEARN A LITTLE	SCHEDULE LEARN A LOT	SCHEDULE CONTENT MARKETING 101	SCHEDULE BUILD YOUR OWN

ADVANCED TRAINING ADD-ONS*

Each a la carte advanced training course is an additional two-hour session and can be added to any training program for \$300. Check below.

Advanced Twitter (including Twitter Analytics and HootSuite analytics)

Advanced Facebook (including Insights)

Advanced LinkedIn (including how to use a Pro account)

Ecommerce (including Ads and Google Analytics Tracking)

Social Media Advertising (including Facebook Ads and Promoted Tweets)

* Combine all Advanced Training Add-Ons and the Advanced Analytics course to create the **Advanced Training Curriculum Program** at a cost \$1,800.

LOGISTICS

WHO The training program accommodates up to 4 to 5 people. We recommend the individuals involved in marketing, as well as the individual executing social media, to participate.

WHERE Trainings are held at our Ravenswood office at 3701 N. Ravenswood Ave., Suite 301, Chicago, IL 60613. Parking is available along Ravenswood Avenue. Special arrangements can be made for offsite trainings.

WHEN Training slots are available Mondays, Wednesdays and Fridays during business hours. Each session lasts two hours and training sessions are scheduled each week, consecutively. After-hours trainings are available at an additional cost of 10% per training session.

PRICING + TERMS

Full payment is due in order to schedule the training series and must be received before the first session. The remaining 50% will be invoiced at the end of the training series. These invoices are due on receipt. This proposal is valid for 60 days, after which if it is not signed, it is invalid and the project must be repropose. Contact Kate Hamilton at 312-238-8966 or kate@lightspandigital.com to discuss your training package.

GETTING STARTED

LEARN A LITTLE

LEARN A LOT

CONTENT MARKETING 101

BUILD YOUR OWN

Select your Training Package

Start Date (Office Only)

Name: _____

Company/Role: _____

Signature: _____ Date: _____

Billing Contact: _____

Billing Address: _____

Email: _____

Our goal is to align our training program with each client's needs. Contact Kate Hamilton at 312-238-8966 or kate@lightspandigital.com for help on identifying the right solutions for you!