



Digital Marketing Training Catalogue



Trust Communications



HELLO.

My name is Kim Scaravelli. I am a professional educator (B.Ed.), seasoned digital strategy consultant, and the owner of Trust Communications Inc.

WE KNOW DIGITAL. Over the past 15+ years, my team has developed online content for some of Canada's most respected corporations, non-profits, educational institutions, and government agencies. We are recognized for our expertise in digital strategy, content marketing, and e-learning design.

We truly believe that every brand can grow and thrive online. We focus on strategy and content because these are the essentials for digital marketing success. Our workshops, seminars, and customized instruction is designed to provide participants with the tools, skillsets, and confidence necessary to master digital.

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THE TRAINING EXPERIENCE

The focus of any good training experience is to build basic understandings, teach key concepts, and allow participants to learn and practice useful skills. Our seminars, workshops, and customized training options are designed to be interactive and inclusive, incorporating ample time for two-way conversation and Q&A. Participants should leave with new ideas, strategies, and actionable tasks that will help them advance their digital marketing programs.

PRE-TRAINING CONSULTATION

Whether you are setting up training for a public audience, conference attendees, employees, or business leaders, it is important to make sure the presentation will match with the needs and interests of the group. Please contact us to set up a **free training consultation**. This is an opportunity to tell us more about yourself, your organization, and the type of training experience you are looking for. With your input, we can select the best options for you and make adaptations, if necessary.

CONTACT

To learn more about our training options and to set up your free training consultation, email info@trustcommunications.ca



THE DIGITAL BASICS SERIES

OVERVIEW

Digital Basics seminars are presented as half-day sessions. These are informative learning experiences designed to provide participants with a practical understanding of the subject-area. Each Digital Basics seminar can be offered as a stand-alone training option. Alternatively, multiple seminars can be bundled for presentation over one or more full days.

COURSE DESCRIPTIONS

Blogging for Business

Your business blog is one of the most effective content marketing tools at your disposal. In this seminar, we will explore the core elements of quality content: readability and SEO. You will learn:

- How to structure blog posts to maximize audience engagement and SEO
- How to use online tools to generate blog ideas, select the best keywords, find images, and more
- Techniques for making your writing more engaging

Note: If your company does not have a business blog yet, the How-To Series workshop “How to Set Up an SEO-Friendly Blog” is a pre-requisite.

Content Marketing 101

Content marketing is about creating valuable content that engages your ideal audience and draws them in. Today, almost every successful brand uses content marketing. It's cheaper, more effective, and easier to accomplish than traditional marketing, and it is better liked by potential customers and clients. In fact, content marketing costs 62% less than traditional marketing and generates 3X as many leads. (DemandMetric). In this seminar, you will learn:

- The differences between inbound and outbound marketing
- Content formats and the characteristics of great content
- The best content formats and approaches for engaging your target audience

Creating Buyer Personas: Connecting with Your Ideal Audience

Online marketing is all about making connections. A broadly-defined “target audience” doesn't give you enough information about the real people you want to connect with. Buyer personas are fictional characters that represent your ideal customers or clients. In this seminar, you will learn:

- The key elements of an effective buyer persona
- How to create buyer personas for your business
- How to use buyer personas to connect with your ideal audience



THE DIGITAL BASICS SERIES (continued)

Measuring Your Digital Marketing ROI (Return on Investment)

The biggest mistake you can make in any aspect of business is to commit time, effort, and money, without having a means of measuring the return on your investment (ROI). In this seminar, we will look at simple ways to measure digital marketing ROI. You will learn:

- How to measure the impact online activities are having on your bottom line (Quantitative ROI)
- How to measure the impact they are having on your brand reputation (Qualitative ROI)
- Tactics for improving the ROI of your digital marketing

Organic SEO: What is it? Why does everyone want it? And how do I get it?

Organic SEO encompasses all the *unpaid* actions that help your company place high on organic search engine results pages (SERPs). When searching online, 80% of people ignore the paid ads and focus on the organic results. Organic SEO is the best way to drive long-term, quality traffic to your website. And it's not as complicated (or technical) as you may think! In this seminar, you will learn the basics of Organic SEO, including:

- The key characteristics of SEO-friendly websites and social media platforms
- How to choose the best keywords and keyword phrases for SEO
- How to write SEO-friendly content

Social Media for Business: DOs and DON'Ts

In today's world, online marketing is crucial for business success, and social media marketing cannot be ignored. Potential customers and clients look for companies on social media and you want your brand to be there when they do. That said, social media does not have to be time-consuming, over-whelming, or stressful. In this seminar, you will learn:

- How to pick the best social media platforms for your brand
- Simple DOs and DON'Ts to help you get the most out of social media
- Ways to increase your internal capabilities when it comes to creating and managing social media content



THE HOW-TO SERIES

OVERVIEW

How-To workshops are presented as half-day sessions. These are practical, interactive training experiences designed to help participants conquer a specific element of digital media. Each How-To workshop can be offered as a stand-alone training option. Alternatively, multiple workshops can be bundled for presentation over one or more full days.

COURSE DESCRIPTIONS

How to Create, Post, and Share Great Images

Adding quality images to your content can increase views by more than 90%. In this workshop, we will look at creative, SEO-friendly ways to use images online, and you will learn how to use *Canva*. This simple image design tool will allow you to:

- Create your own branded social media images, infographics, and more...

How to Create, Post, and Share Your Own Promotional Videos

52% of marketing professionals name video as the type of content with the best ROI. In this workshop, we will look at creative, SEO-friendly ways to use video online, and you will learn how to use *Biteable*. This user-friendly video design tool makes it easy to:

- Create your own promotional videos and share them directly or via YouTube

How to Create and Manage a Content Calendar

Managing your social media activities doesn't need to be time-consuming or over-whelming. In this workshop, we will look at ideal posting-frequencies for specific platforms, and you will learn how to use *Buffer's Social Media Calendar*. This easy-to-use organizational tool will let you:

- Schedule your posts in advance, cross-post on multiple platforms, drag things around, and check out your performance, all at a glance

How to Create an SEO-Friendly Blog

Having a business blog can drive Organic SEO, attract high quality leads, and enhance your brand. In this workshop, we will look at *WordPress* blog templates and features. You will learn how to:

- Set up a business blog and customize it for your business



THE HOW-TO SERIES (continued)

How to Create a Great LinkedIn Professional Profile

LinkedIn is the world's largest social network for working professionals, and it is where potential clients look to find out more about you. In this workshop, you will learn how to:

- Create an impactful LinkedIn Profile that enhances your professional reputation

How to Set Up and Manage a Facebook Business Page

Facebook has 1.19 billion users. For most companies, this means that having a Facebook business page is a no-brainer. In this workshop, we will look at the types of businesses that do well on Facebook, and you will learn how to:

- Set up a Facebook business page, using the ideal template and features for your business

How to Set Up and Manage a LinkedIn Company Page

LinkedIn has plenty of potential uses for businesses, including lead generation, marketing, and hiring, to name just a few. In this workshop, we will look at the types of businesses that do well on LinkedIn, and you will learn how to:

- Create and manage an impactful LinkedIn Company Page

How to Set Up and Manage Twitter for Business

With hundreds of millions of users and over 500 million tweets being sent each day, Twitter offers a powerful opportunity to build meaningful connections with a relevant and engaged audience. In this workshop, we will look at the types of businesses that do well on Twitter, and you will learn how to:

- Create and manage a Twitter profile for your brand



THE DEEPER-DIVE SERIES

OVERVIEW

Deeper-Dive seminars are presented as full-day sessions. These are in-depth examinations of the subject area and are designed for business leaders, managers, and key staff, who will be guiding and/or implementing the organization's digital marketing activities. Each Deeper-Dive seminar can be offered as a stand-alone training option. Alternatively, they can be bundled with additional seminars and workshops for presentation at conferences and corporate retreats.

COURSE DESCRIPTIONS

Brand Promotion and Brand Protection in the Digital World

In today's digital world, brand promotion and brand protection are inevitably intertwined. Engaging with customers and clients online gives your company more exposure and creates new and different types of relationships. To enjoy the benefits and minimize the risks, you need to have appropriate digital media policies and protocols in place. In this seminar, you will learn:

- How to set up social media guidelines for employees
- Ways to empower employees as brand ambassadors
- How to respond to positive and negative online reviews
- Appropriate actions in a social media crisis

How to Succeed at Digital Marketing

Digital marketing encompasses everything you do online, from your website and social media, to blogs, videos, electronic newsletters, and more. Digital marketing can produce leads, increase sales, and enhance your brand's reputation, but to be successful you need to take a strategic approach. In this seminar, you will learn:

- How to set S.M.A.R.T digital marketing objectives
- How to use a digital media audit to identify existing strengths and challenges
- The key components of an effective digital marketing strategy
- Simple ways to measure the effectiveness (ROI) of online activities
- Strategies to increase your company's digital marketing capacity

Personal Branding for Business Leaders

"You bet on the jockey, not the horse." Establishing yourself as an ethical, innovative, forward-thinking leader gives your business considerable competitive advantage. Having a strong personal brand allows you to show clients, colleagues, investors, employees, and potential employees, your values and what you bring to the table. In this seminar, you will learn:

- Strategies to build your personal brand online
- How to bring your personal voice to social media
- How to leverage your personal brand to grow your company's brand



CUSTOMIZED IN-HOUSE TRAINING

OVERVIEW

Digital Capabilities building is all about helping your organization develop the tools, skillsets, and confidence you need to adapt and thrive in the constantly evolving world of digital marketing. We work with you to create a customized program that builds on your existing strengths, and aligns with your digital marketing strategy and your company's long-term vision.

Customized training options may include:

- Digital strategy planning sessions for organizational leaders
- Customized workshops and seminars for employees
- Individual instruction for key staff members

Consultation plays an integral role in developing a program ideally matched with **your** needs. We start by assessing your current digital capabilities so that we can structure a comprehensive digital training program that addresses knowledge gaps.

A customized training program offers many advantages:

- ✓ Focused relevance – Training is specific to your industry standards, your company objectives, and your team's experience level.
- ✓ An open atmosphere - Training participants can be frank in speaking about the specific challenges facing your organization
- ✓ A range of formats – Training can include senior leadership sessions, platform-specific and task specific workshops, one-to-one instruction, and more.
- ✓ Ongoing support and follow up – Customized training includes a dedicated training consultant who will design the best program, implement the training, and follow up with participants to ensure that positive outcomes are being achieved.

CONTACT

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