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ABA SELF-PACED DIGITAL AND SOCIAL MEDIA MARKETING PROGRAMS

A \$10.00 shipping, recordkeeping and administrative fee will be added to all self-paced enrollments.

Course Descriptions Below

Marketing in a Digital World shows you how to break through the noise and reach your target audiences. You'll learn to leverage Facebook, LinkedIn, and Twitter to expand your reach and build your bank's brand. You'll explore the latest strategies for crafting digital campaigns, including optimizing for search and which paid options can best engage your target audiences. Examples of successful campaigns by other financial institutions make it easy to put your ideas into action. The entire suite of modules below is included in this package:

Marketing in a Digital World Suite – Social and Digital Suites	\$599
Social Campaigns Suite	\$299
The Power of Facebook	\$129
Leveraging LinkedIn	\$129
Strategic Twitter	\$129
Digital Campaigns Suite	\$299
Search Engine Optimization	\$129
Build Your Campaign	\$129
Find Your Audience	\$129

Course Descriptions

The Power of Facebook

The place to find and meet clients and prospects is online. Learn how you can leverage the 1.7 billion users on Facebook to expand your reach and grow your bank's business.

Modules:

- Stand Out: Create Your Account
- Share It: Earn Attention
- Reach Out: Grow Your Audience
- Customize: Promote Engagement
- Analyze: Increase Your Impact

What You'll Learn

- Explain the best practices for creating accounts and content
- Identify ways to connect with prospects and customers
- Identify strategies to launch Facebook campaigns, extend your reach, and build brand loyalty
- Identify the types of tools that Facebook offers to engage your audience
- Track effectiveness and success measures

Leveraging LinkedIn

LinkedIn plays an important role in how you are perceived professionally. Learn how to leverage this high-traffic destination with a LinkedIn profile that truly reflects your professional brand and allows you to connect with prospects and customers.

Modules:

- Stand Out: Build a Powerful Profile
- Connect: Grow Your Network
- Tune In: Keep Up in a Busy World
- Share: Be a Thought Leader
- Reach Out: Promote Your Brand

What You'll Learn

- Explain the best practices for creating accounts and content
- Identify strategies to connect with prospects, customers, and other professionals
- Leverage LinkedIn as a tool to stay informed
- Identify thought leadership strategies
- Identify approaches to extend branch reach and increase audience engagement

Strategic Twitter

Twitter has become an essential way to share instant feedback with companies and brands. Learn how to leverage Twitter to develop compelling content and grow your bank's audience of customers, prospects, and influencers.

Modules:

- Stand Out: Create a Compelling Account
 - Keep Up: Develop a Powerful Network
 - Tune In: Keep Up in a Busy World
 - Share: Be a Thought Leader
 - Reach Out: Promote Your Brand
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What You'll Learn

- Explain the best practices for creating accounts and content
- Identify strategies to connect with prospects and customers
- Create content that engages
- Create a strategy to achieve your communication and marketing objectives
- Identify the types of advertising available on Twitter

Search Engine Optimization

Search engine optimization (SEO) is a critical way to make your bank more visible to people seeking what you have to offer. Learn about the factors that affect search results and identify best practices that can help you and your bank right away.

Modules:

- Search Engines: Drive Traffic
 - On-Page: Maximize Your Site
 - Off-Page: Attract Visitors
 - Writing for SEO: Contribute to Success
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What You'll Learn

- Describe how search engines work, including how they identify and rank webpages
- Identify the factors on a website that most affect search rankings
- Identify the factors separate from your website that most affect search rankings
- Write content to optimize search results

Build Your Campaign

The majority of consumers go online before making a purchasing decision, and some only use their phone to buy everything from groceries to financial services. Learn how to reach the digital consumer by understanding what works and what doesn't in digital campaigns.

Modules:

- Campaign Goals: Craft Your Objective
 - Campaign Types: Explore Options
 - Targeting: Find Your Customers
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What You'll Learn

- Connect common marketing goals with digital marketing strategies
- Describe common digital marketing campaign approaches
- Select from a variety of targeting options to reach intended audiences

Find Your Audience

Learn about the variety of ways to reach customers and prospects, and how to combine digital ad options for maximum effect.

Modules:

- Search Ads: Get Found
 - Display Ads: Make an Impression
 - Video: Capture Attention
 - Apps: Engage Audiences
 - Text Campaigns: Think Mobile
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What You'll Learn

- Describe key attributes, benefits, and metrics associated with: search ads, display ads, and video campaigns
- Explain how apps and in-app advertising attract and engage target audiences
- Identify ways to use text-message campaigns successfully