




# Marketing Accelerator

 Instructor-led  Onsite or Remote  ~40 Hours

## Overview:

Upskill high-potential employees into impactful marketing roles. This five-day accelerated course gives practitioners a robust understanding of modern marketing strategy, data, and tools to transform their day-today work.

## Business Outcomes:

- Successfully transition high potential employees to other areas of your business.
- Ensure participants have the foundational knowledge they need to succeed.
- Deploy fresh eyes into your marketing team, maximizing creativity and collaboration.

~40 Hours of Foundational Marketing Content

### Day 1

- **Set objectives** that connect audience behavior to KPIs.
- **Use Facebook** campaign structure, targeting and testing.

### Day 2

- **Explore the multichannel landscape** for your industry.
- **Get an intro to search**, keyword research and Adwords.

### Day 3

- **Map the customer journey** around desired actions.
- **Dive into SEO** and content strategy.

### Day 4

- **Use Google Analytics** to understand website and campaign performance.

### Day 5

- **Report** on KPIs.
- **Measure ROI** using attribution techniques.