

CERTIFICATION WORKSHOP

The internet has high **and varying demand**. If your audio gets warbly you can always switch over to using your phone.

To Use Your Phone for Audio:

- **United States: +1 (213) 929-4212**
- **Access Code: 504-232-454**
- **Audio PIN: Shown after joining the webinar**
- **Webinar ID: 860-537-795**





The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

Part 2, Meta (Facebook & Instagram) + TikTok Advertising. Finding Your Creative Unicorn Over & Over Again.



Jake Mehani – Director of Growth at Power Digital Marketing



CERTIFICATION WORKSHOP

About Us

- The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area.
- We have evolved to offering best-in-class live online education worldwide through our workshops and certification program, taught by world-renowned instructors. Workshop topics include search engine optimization (SEO), Google analytics, Google advertising, email marketing, podcasting, account-based marketing, social media, behavioral marketing, marketing planning and strategy, and more. More than 2,000 professionals take advantage of over 100 workshops dates and times offered per year.



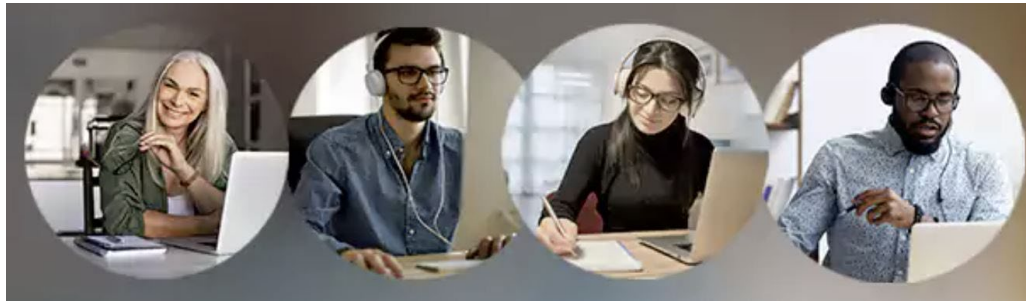
CERTIFICATION WORKSHOP

- Our courses started as extension courses at UC Berkeley, UCLA, and UC Santa Cruz, and we brought them over to DMAnc.org
- Become a Certified Digital Marketer (CDM) by completing any eight courses within two years.
- Students who complete a certification program will receive a frameable Certificate of Completion and a digital badge for your website, blog, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like.



CERTIFICATION WORKSHOP

- **The video recording of this workshop will be sent this afternoon.**
- **It will be sent from the email customercare@gotowebinar.com**
- **If you don't receive it today, check your email spam or junk folder.**
- **Please whitelist the above email address so it doesn't go into your email spam or junk folder.**
- **If you don't receive it, please fill out the Contact Us form at [DMAnc.org](https://dmanc.org) and we'll be sure to get it to you some other way.**



CERTIFICATION WORKSHOP

- **Your feedback is very important to us.**
- **We look at each survey and use the input to improve the class and plan future workshops.**
- **We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.**





The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

Part 2, Meta (Facebook & Instagram) + TikTok Advertising. Finding Your Creative Unicorn Over & Over Again.



Jake Mehani

- Director of Growth at Power Digital Marketing
- Over 12 years of performance advertising experience & \$150mm+ ad spend on Facebook, Instagram, and TikTok.
- I currently work as the Director of Paid Social, Creative, and Training at Power Digital Marketing, a full-service performance marketing and creative agency.

Over the past 8 years I worked and scaled the following brands from their infancy in paid social to successive years in profitable revenue. Brands include Aeroflow Healthcare, Motif Medial, Goldbelly, Caraway, Justworks, Lacoste, Every Mother, WhatDoYouMeme, Wanderer Bracelets, and RBX Active.



CERTIFICATION WORKSHOP

- The history of top performing ads on paid social and what they all have in common.
 - Documenting Top Performing Ads
 - Crossover Creative – META + TikTok
 - Core Ads vs. “Trend”
- Why user testimonial ads are outperforming all other creative formats and how to stand out using this format.
 - Why User-Generated Content is the best thing to happen to advertising and why it’s here to stay.
- Ad Formulas “Educate, Demonstrate, Inform, and Entertain” (E.D.I.E) and “3 Reasons To Buy.”
- Creative Testing Process Best Practices.
 - How much budget should be allocated to creative testing.
 - When to pause or continue iterating on an ad showing promise 20% from CAC or ROAS goal.
 - Run Off Test
- Measuring Creative Success & Failure.
 - How to interpret creative metrics and create actionable insights
 - Why the first 3 seconds are so important in your ad creatives. Stop Rate!!
 - Thumbnail / Video Cover Image Testing.
- What is ad fatigue and how does it affect performance?
- How to Iterate on Top Performing Ads to Avoid Ad Fatigue.
- Video Ad Lengths, Dimensions, Safe Zones
- How Often & When to Refresh Creative.
- How to get started with User-Generated Content.
 - Which services to use for UGC, and what to look for in a content creator + video content editors .
 - Should you be looking at a creator marketplace or should you find creators on your own?
 - META + TikTok Creative Ad Library



CERTIFICATION WORKSHOP

Repurpose Your Creative Across Different Platforms



TikTok Creative

Repurpose on:

- Facebook
- Instagram
- Pinterest
- Snapchat
- Twitter

Creative Specs:

- 9:16 video
- Videos can be max 1 minute
- TikTok recommends 9 - 15 sec.
- Influencer – UGC content recommended



FBIG Creative

Repurpose on:

- Pinterest
- Twitter
- Reddit (with edits)

Creative Specs:

- 1:1 images
- 4:5 (feed) and 9:16 (story/reels) video
- Recommend testing a wide variety of UGC, editorial, and produced content



Pinterest Creative

Repurpose on:

- Facebook
- Instagram
- Twitter

Creative Specs

- 1:1 or 2:3 images
- 1:1 or 9:16 videos
- Videos can be max 15 minutes
- Recommend testing UGC and produced content



Alt. Platform Creative

Snapchat, Twitter, Reddit

Snapchat creative works well in:

- IG Stories

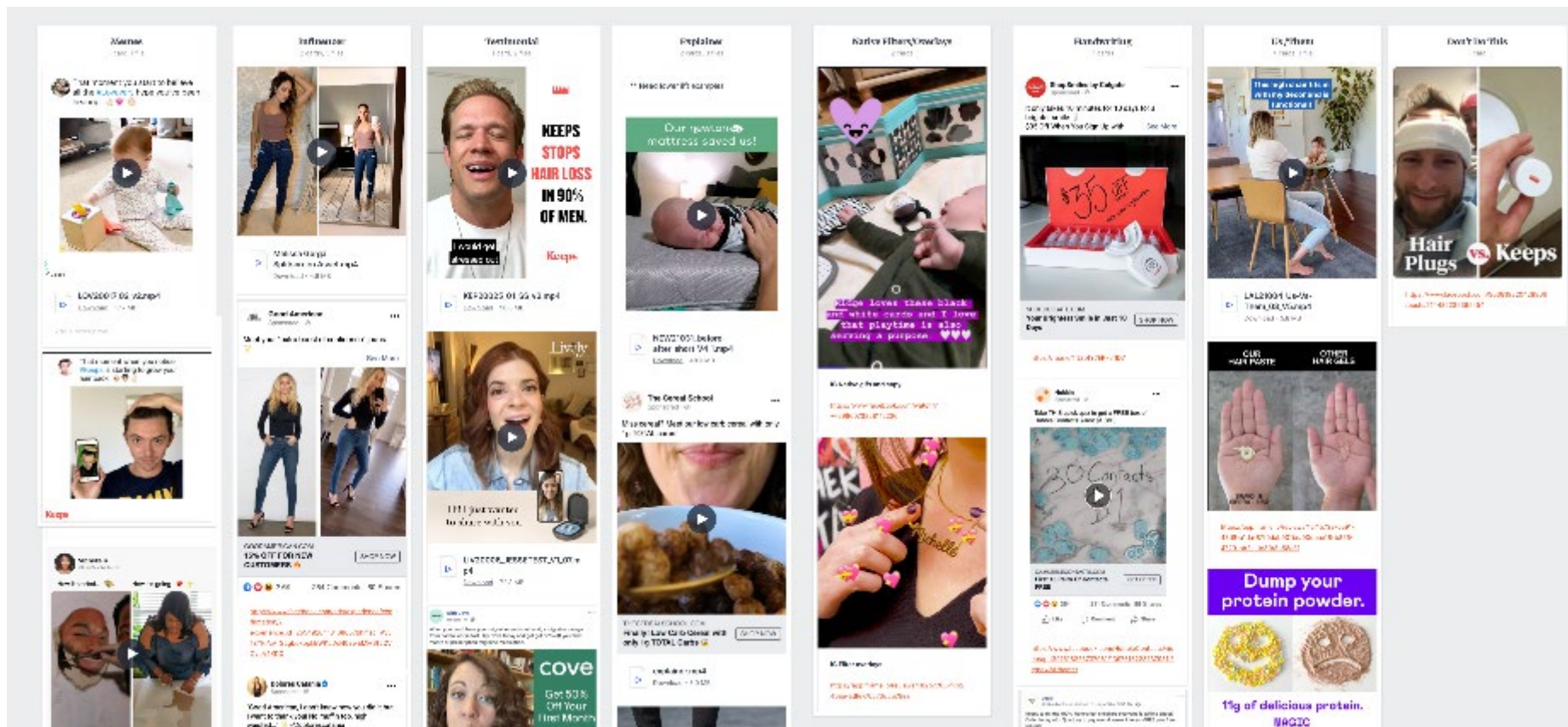
Twitter creative works well on:

- Facebook
- Instagram

Reddit creative works well on:

- Facebook
- Instagram

CERTIFICATION WORKSHOP

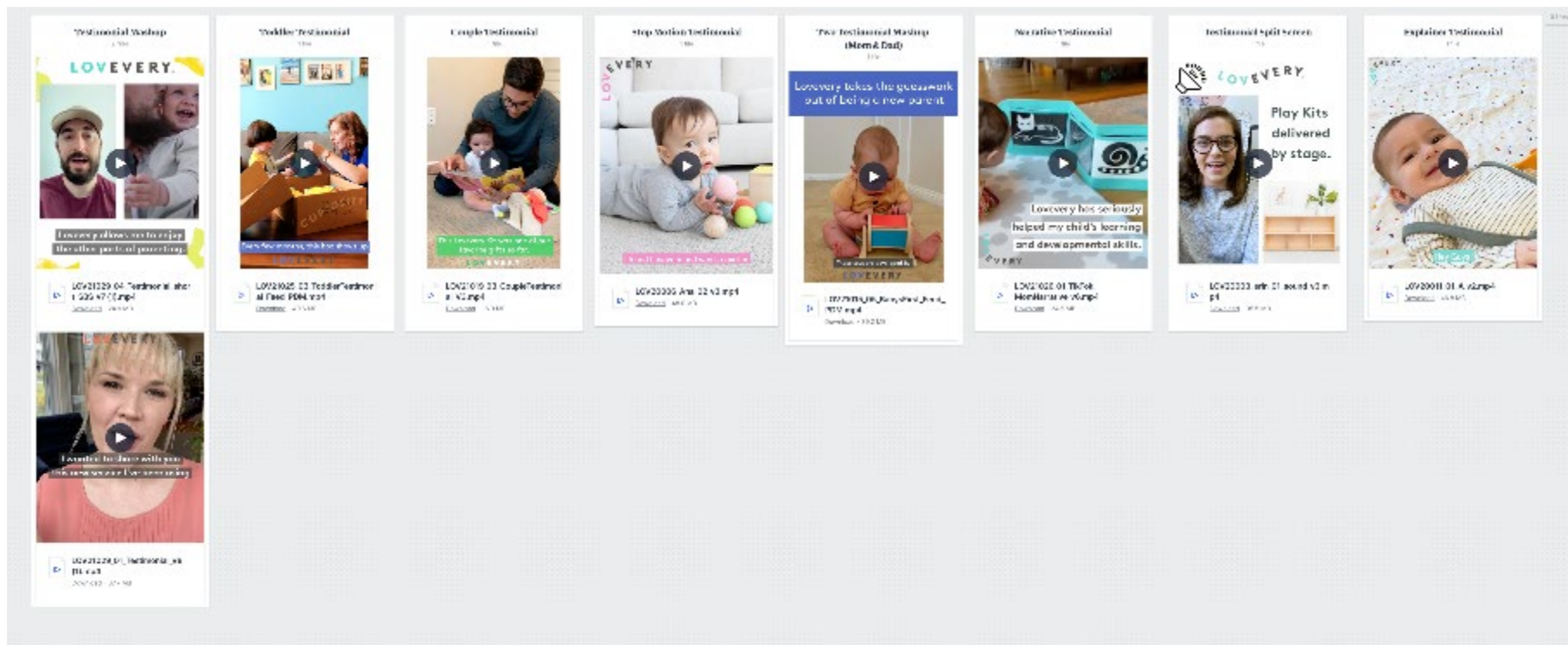


[Link to create your own Creative Playbook Template](#)



Why user testimonial ads are outperforming all other creative formats and how to stand out using this format.

CERTIFICATION WORKSHOP



UGC is the language of social media.

UGC doesn't mean low quality.

UGC can drive high-impact results.

UGC is the modern day “word of mouth” advertising.

UGC allows us to guide the targeting algorithm to various demographics – always represent your customer in the ads.



CERTIFICATION WORKSHOP

Concepts



3 Reason Why

Give the viewer 3 reason why your product is beneficial, better, or worth trying.

- You can give more or less than 3
- Use real customers review for ideas
- Demonstrate the reason throughout your video



What I bought vs. What I got

A commonly found video type on "organic" TikTok, this is great way to review products especially when are available for purchase online.

This concept shows the experience from ordering the product to then receiving and loving it



CERTIFICATION WORKSHOP

Concepts



Things in my _____ that just make sense

An organic, evergreen trend on TikTok..you can tailor this to virtually any product

- Eats in my pantry / freezer that just make sense
- Food experiences in my kitchen that just make sense!



ASMR

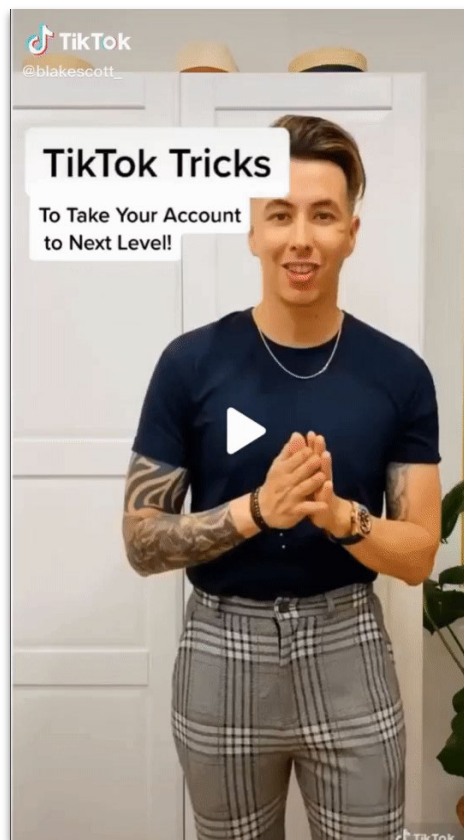
Oddly satisfying, clean cuts, audio bits, tapping, stirring, ice shaking, smashing, pouring, whispering, etc.

This should be visually and audibly pleasing to the viewer



CERTIFICATION WORKSHOP

Concepts



How-to / Tutorial

It seems so simple, yet it is often overlooked. **SHOW** the viewer how to prep / cook the product.

- Show step-by-step process
- Provide helpful tips they might not know about
- Do demonstrations based on feedback from real customers (think: reviews on the website or comments on social media posts)

If you have a presence on organic TikTok, leverage comments like in this example and reply with a video



TikTok Made Me Buy It

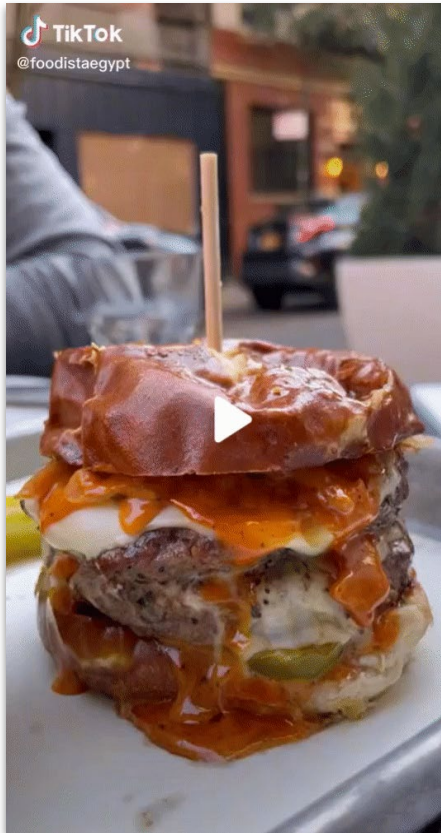
Use the hook "I found this on TikTok" or "TikTok made me buy it" especially (but not required) if the products have been circulating organically.

Open the video with that specific intro, and walk through the unboxing experience, a review of it, and the product in use.



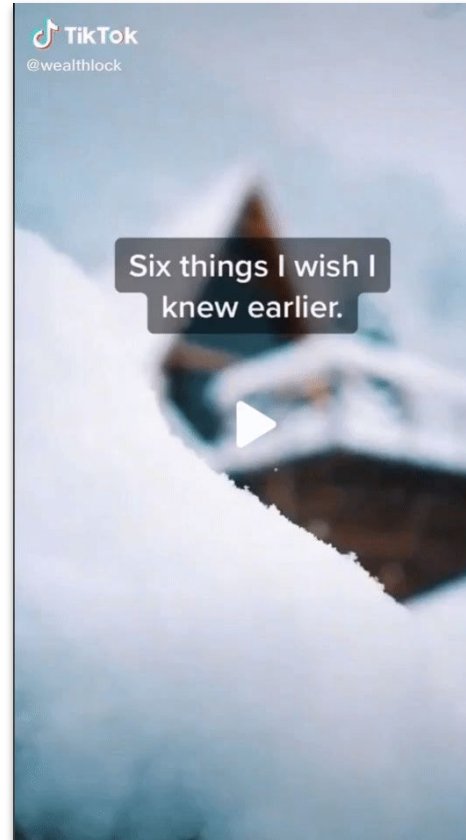
CERTIFICATION WORKSHOP

Concepts



The _____ you have been searching for

Assume that the viewer has been searching for your product their whole life and this video creative found them. As the creator the reasons why it checks and satisfies every box versus other alternatives.

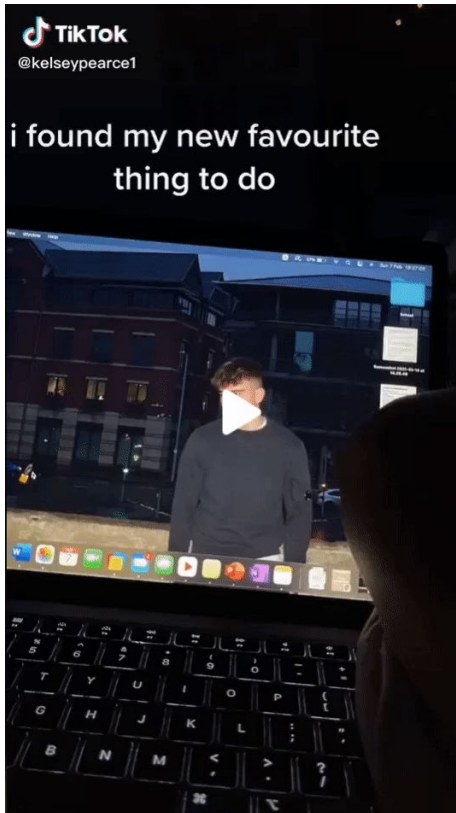


Things I wish I knew About Sooner

The introductory hook is another way to show a problem/solution concept by convincing the viewer that they could have solved their problem sooner if they had x product.

CERTIFICATION WORKSHOP

Concepts



Meet my new favorite

Share a habit, routine, healthy addiction, and what it's doing for YOU. Other viewers may find this relatable.



Stuff You Should Know About _____ Edition

This can be reworded in a variety of ways, including examples shown here.

Essentially, the fill in the blank should match the industry or category your product/service falls under.



CERTIFICATION WORKSHOP

Create with Vertical Video in Mind

- To maximize user and brand experience, all video assets should look as native as possible and fit the ad specs.

Center Creative Think With Sound

- TikTok's app interface partially obscures the outer edges of the video frame.

Start with a High Impact Visual

- Be aware that users can quickly swipe to the next video unless there's a clear hook for them to keep watching.

Keep Videos Short

- The video must be under 15 seconds, but we recommend approximately under 10 seconds to retain user attention.

Think With Sound

- All TikTok videos automatically play with sound on, and no subtitles or captions are required.

Be Concise

- To maximize user and brand experience, all video assets should look as native as possible and fit the ad specs.

Center Creative Think With Sound

- All TikTok videos automatically play with sound on, and no subtitles or captions are required.

Leverage Creators

- Whether or not the creators are TikTok exclusive, creator-led content generally outperforms other asset types—be sure to include them in the first 2 seconds of your video.

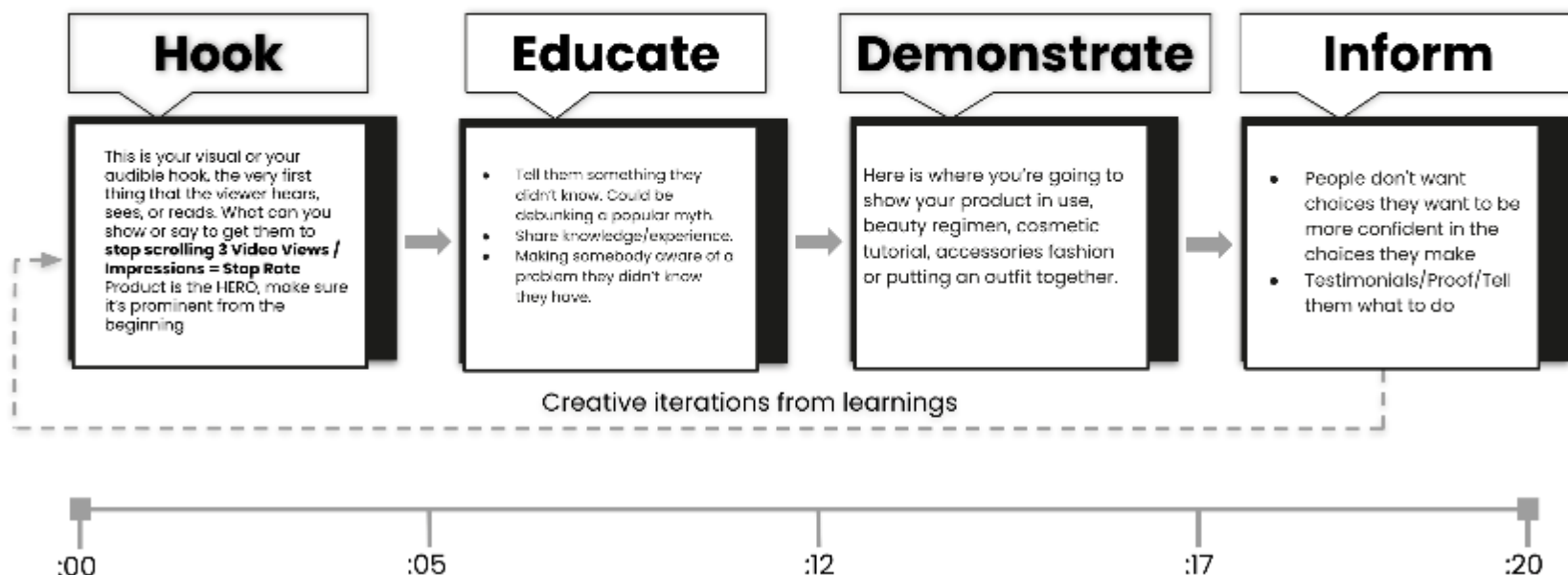
Include a Strong Call-to-Action

- If you want users to perform a specific action, encourage them to do so clearly and directly in the caption or through the native CTA button.



CERTIFICATION WORKSHOP

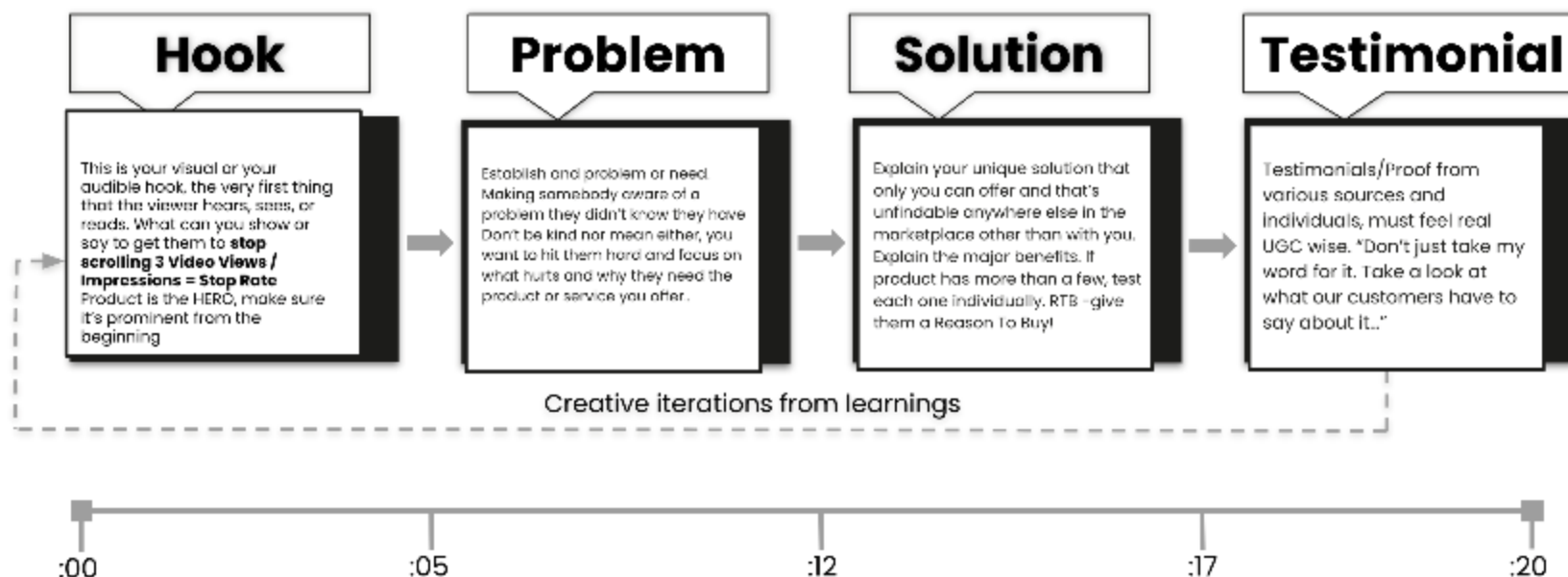
● The Direct Response Formula Approach



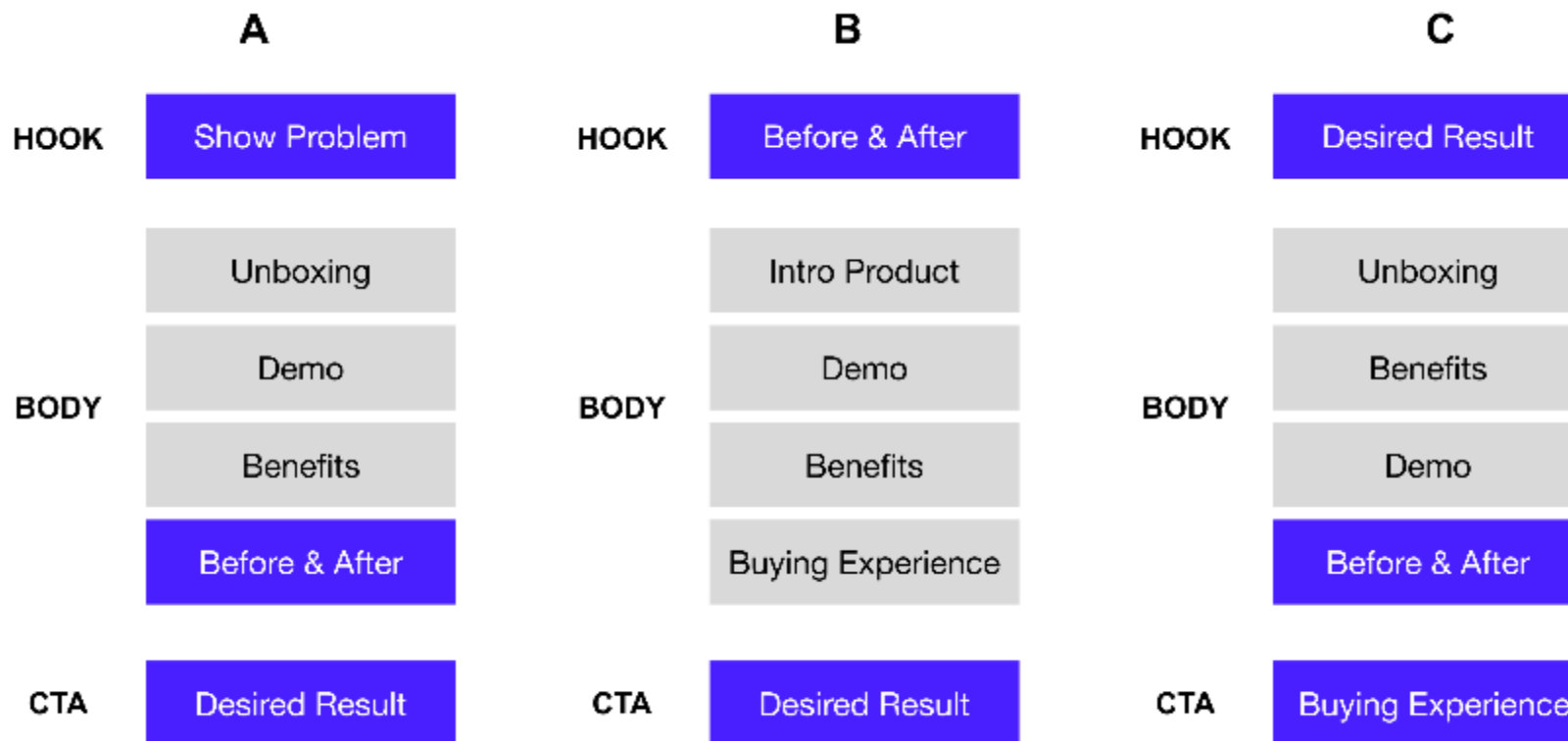
CERTIFICATION WORKSHOP



The Direct Response Formula Approach



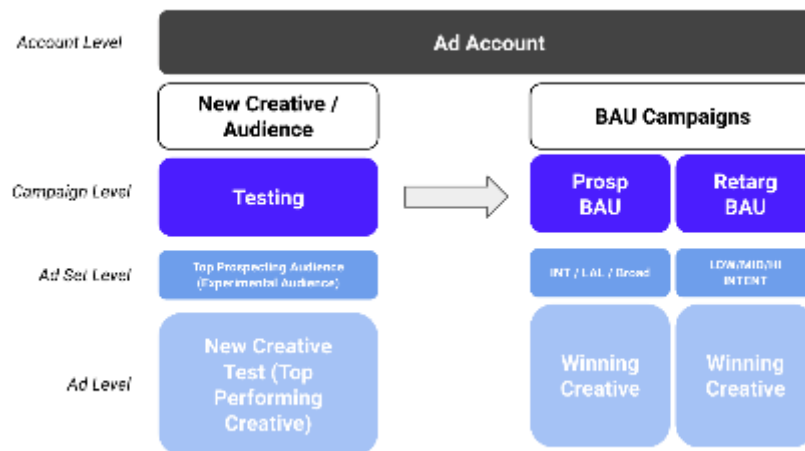
CERTIFICATION WORKSHOP



CERTIFICATION WORKSHOP

Setup Methodology

1. Test new creative using your top performing prospecting audience. The thinking here is that if it doesn't work here, it won't work at all.
2. Losers get shut off; winners are graduated into BAU campaigns using post ID.
3. BAU (Business As Usual) campaigns contain *only* the winning evergreen testing ads.
4. 4/5 new ads per Ad Set
5. Creative Testing Budget – 3x to 5x the cost per purchase goal per day. Product cost \$100, spend \$300 a day for 3 to 4 days.
6. When to pause? Minimum 100 website clicks/landing page views, 7,500 impressions, or Cost Per Add To Cart.
7. META / TikTok spending budget on one ad right away > Run Off
8. Run Off Test



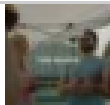
CERTIFICATION WORKSHOP

Reporting Metrics

- **META Stop Rate** (Video only) – 3 Second View Views / Impressions. Stop people from scrolling and grab as much attention as possible
- **TikTok Stop Rate** – 2 seconds and 6 seconds / Impressions *Excel/Google Sheets
 - 20% or below = try again
 - 20-30% = meh
 - 30-40% = solid
 - 40-50% = based
 - 50% & above = Let me know what you're doing!!
 - ***Hold Rate** = 3 second video views / Video Plays

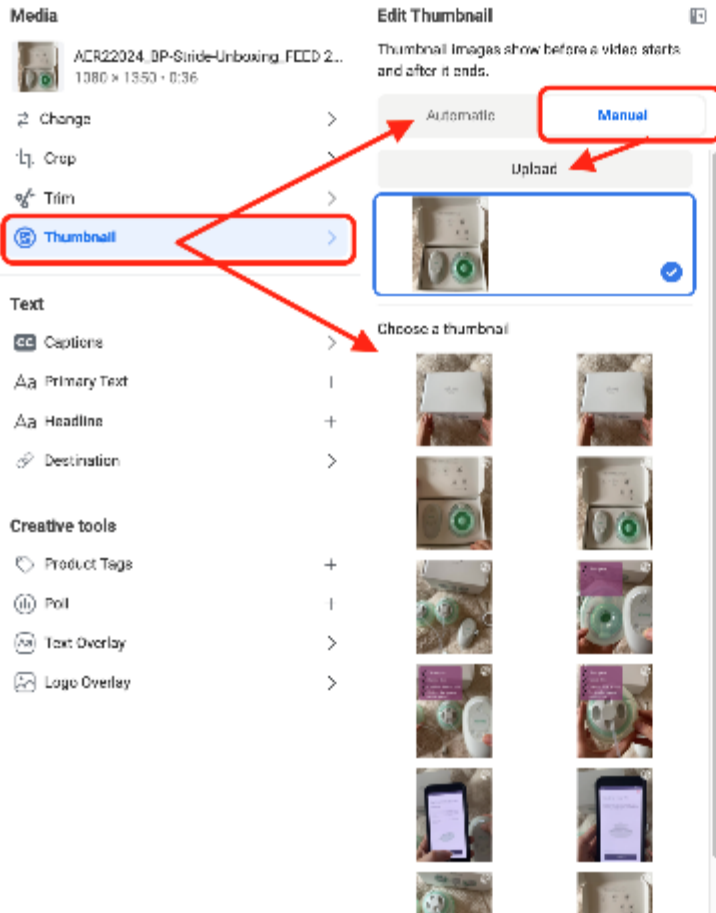
Reporting Metrics

- Click Through Rate (CTR Outbound)
- Stop Rate
- Hold Rate
- Average Watch Time
- Conversion Rate
- Main KPI – Cost per Purchase / Return on Ad Spend
- Cost per Add to Cart

Ad	Stop Rate	CTR (link click-through rate)	CVR	Purchase ROAS (return on ad spend)	Purchases
	14.53%	0.68%	<u>1.60%</u>	<u>0.59</u> [2]	<u>7</u> [2]

CERTIFICATION WORKSHOP

Editing 8 Placements

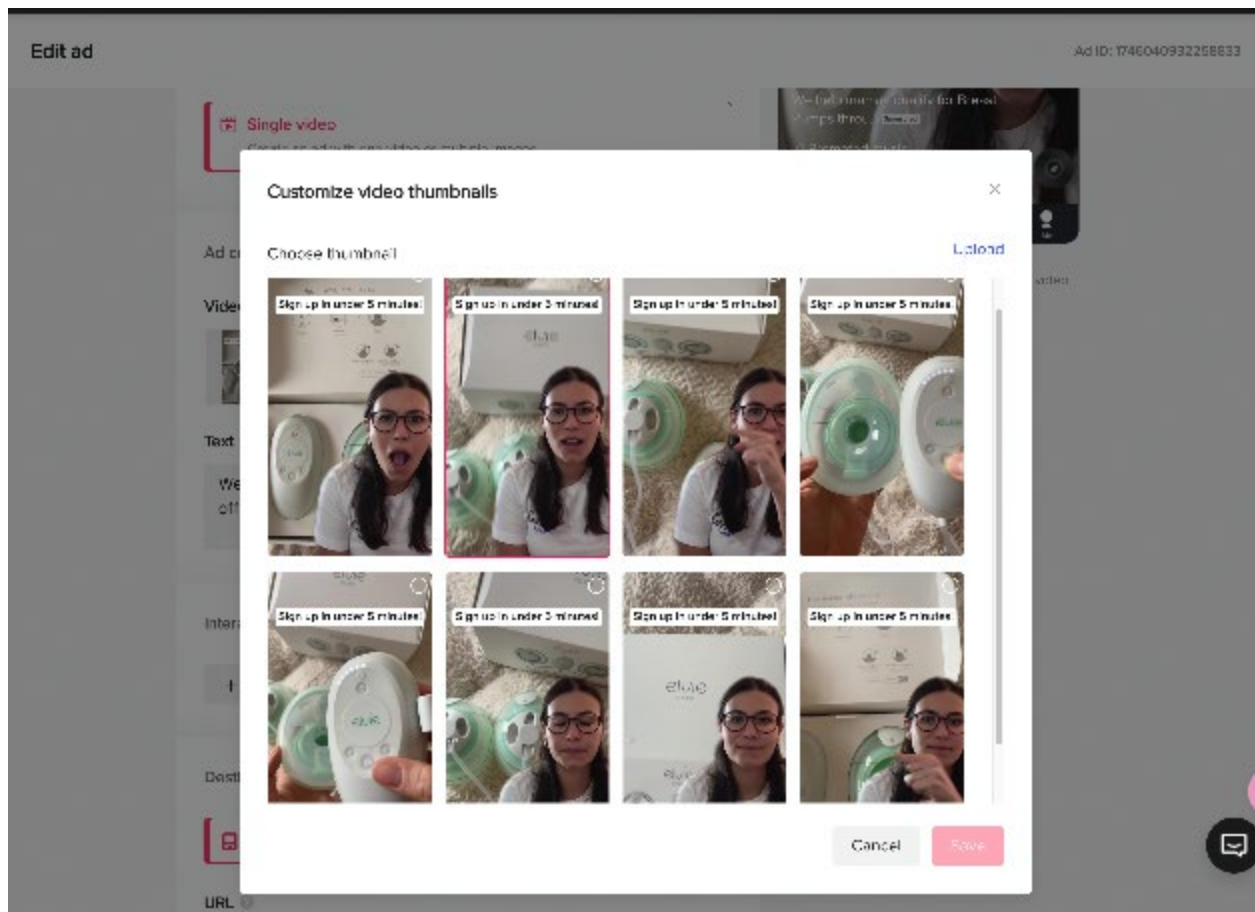


× Thumbnail Testing

- Meta + TikTok make it easy and encourage Thumbnail testing.
- You can choose an automated option or manually upload an image you think will capture a user's attention as they scroll
- Updating the Thumbnail is a great way to extend the life a winning ad or retest an ad that is performing ok (20% from your main KPI)
- Product is the HERO, make sure the product is always visible static or video ads



CERTIFICATION WORKSHOP



Thumbnail Testing

- Meta + TikTok make it easy and encourage Thumbnail testing.
- You can choose an automated option or manually upload an image you think will capture a user's attention as they scroll
- Updating the Thumbnail is a great way to extend the life a winning ad or retest an ad that is performing ok (20% from your main KPI)
- Product is the HERO, make sure the product is always visible static or video ads



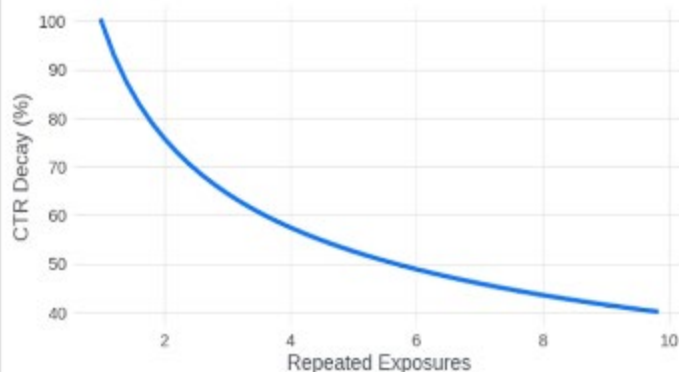
CERTIFICATION WORKSHOP

02 WHY DOES CREATIVE FATIGUE MATTER?

After 4 repeated exposures, we expect:

~40% drop in CTR

(on average)

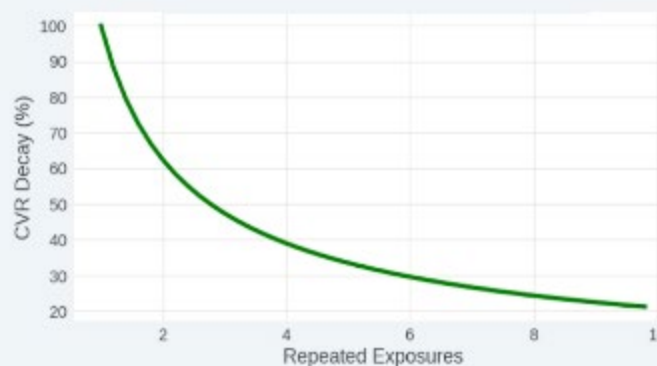


Correlational analysis suggests that doubling the number of repeat exposures is roughly associated with a 24% decrease in click through rate*

* Source: Analysis conducted on all objective campaigns (1,455,141 accounts, 323 countries, 1/31/2021-2/2/2021)

~60% drop in CVR (purchase optimized)

(on average)



Correlational analysis suggests that doubling the number of repeat exposures is roughly associated with a 37% decrease in conversion rate for offsite purchases**

** Source: Analysis conducted on purchase optimized campaigns (147,610 accounts, 232 countries, 1/31/2021-2/2/2021)



How to Iterate on Top Performing Ads to Avoid Ad Fatigue.

CERTIFICATION WORKSHOP

The image displays seven mobile ad creatives for Gino's East Pizza, arranged in a row. Each ad is a vertical rectangle with a white background. The top of each ad features the Gino's East Pizza logo and a small video player icon. The main body of each ad contains a large image of a pizza, a cartoon dog, and various promotional text. The bottom of each ad includes a call to action button and a small text area with a phone number and website URL.

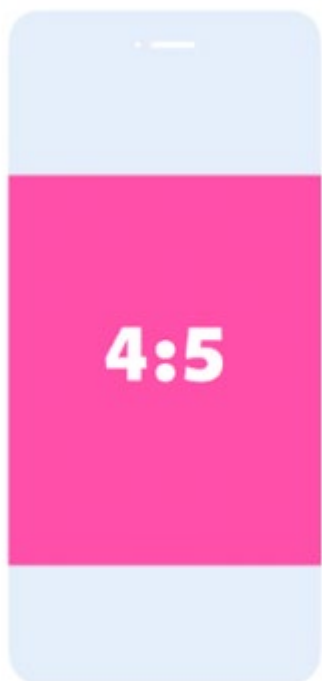
- Ad 1:** Features a pizza and a cartoon dog. Text includes "DEEP DISH PIZZA", "GINO'S EAST IN CHICAGO", and "The BEST Game Day Food".
- Ad 2:** Features a pizza and a cartoon dog. Text includes "DEEP DISH PIZZA", "GINO'S EAST IN CHICAGO", and "20% Off Sitewide!".
- Ad 3:** Features a pizza and a cartoon dog. Text includes "DEEP DISH PIZZA", "GINO'S EAST IN CHICAGO", and "America's greatest food shipped to you!".
- Ad 4:** Features a pizza and a cartoon dog. Text includes "DEEP DISH PIZZA", "GINO'S EAST IN CHICAGO", and "America's greatest food shipped to you!".
- Ad 5:** Features a pizza and a cartoon dog. Text includes "DEEP DISH PIZZA", "GINO'S EAST IN CHICAGO", and "America's greatest food shipped to you!".
- Ad 6:** Features a pizza and a cartoon dog. Text includes "DEEP DISH PIZZA", "GINO'S EAST IN CHICAGO", and "America's greatest food shipped to you!".
- Ad 7:** Features a pizza and a cartoon dog. Text includes "DEEP DISH PIZZA", "GINO'S EAST IN CHICAGO", and "America's greatest food shipped to you!".

CERTIFICATION WORKSHOP

- Change the hook test
- Change the hook visual
- Change the voiceover
- Change the music
- Trim the video
- Add to CTA card to the end
- Create a reaction video to it
- Add a “Comment Response”
TikTok question box
- Use TikTok text to voice
- Remix with another ad
- Extract the hook from it



CERTIFICATION WORKSHOP



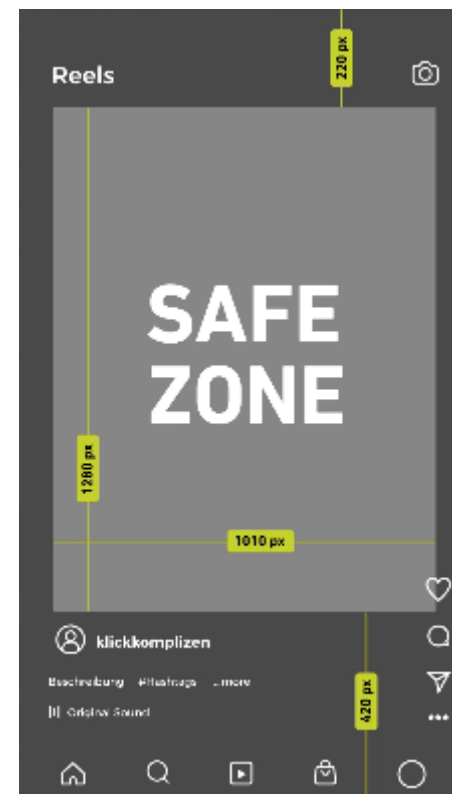
BEST FOR PERFORMANCE

META Newsfeed



BEST FOR STORIES

**META Stories + Reels
TikTok Newsfeed / FYP**



 **Power**

CERTIFICATION WORKSHOP

► How long should my ad be?

There's no right answer here, but many ads that drive clicks & conversions on Meta + TikTok tend to be 6 to 10 seconds or less, or have a front loaded story architecture that delivers the main message upfront.

If you're creating your first video ad for conversions, we suggest aiming for 6, 15, and 30 seconds mix. If you have additional content you'd like viewers to see, place it at the end of the ad.

Some longer ads (30 seconds to multiple minutes, fitness for example) do perform well, but they hook attention from the start and give viewers compelling reasons to keep watching.

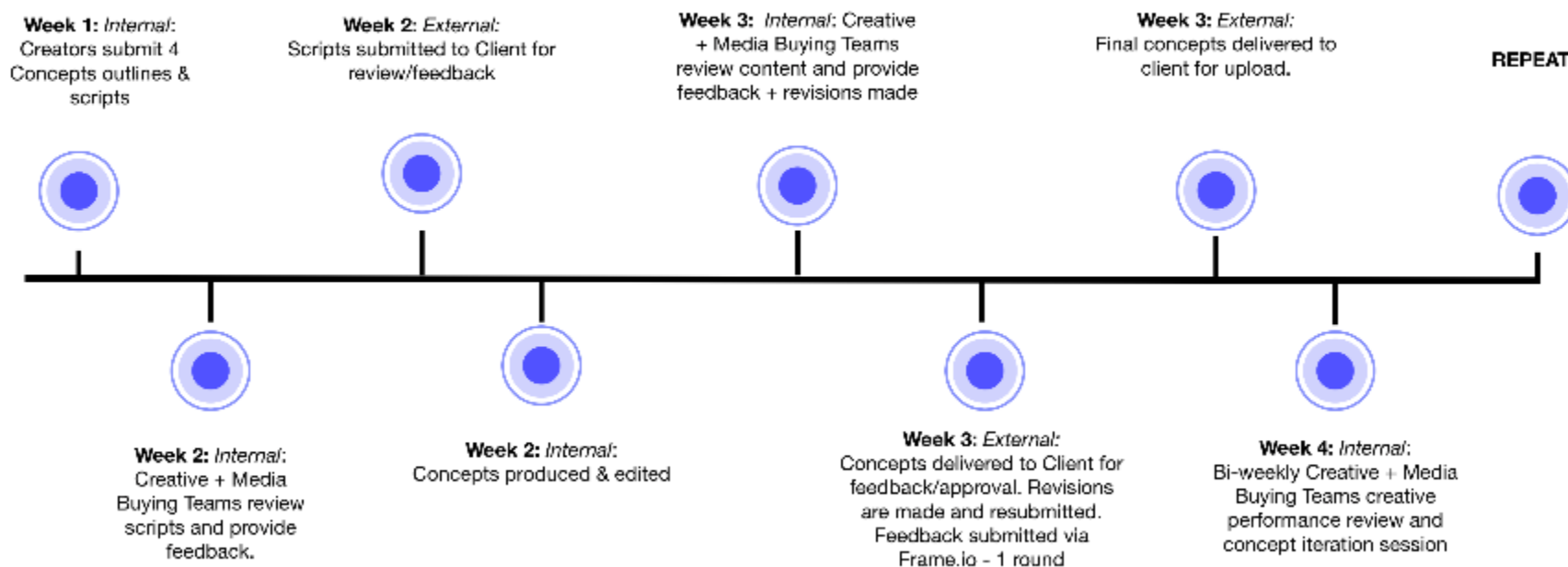
► How often should I refresh my creative?

This answer really depends on creative resources/bandwidth. Always be iterating if you can. Early on, you want to refresh or iterate until you achieve your KPI (CAC or ROAS goal).

After creating an ad that is achieving your KPI goal, you might have to create more ads in order to drive additional scale. Furthermore, Ad or Format fatigue is real, a new creative can refresh market demand, the last thing you to happen is your top performing creatives start to fatigue and you don't have a back up to takes in place and the ad account tanks, very scary and it happens more often than you think. Always be testing and iterating.



CERTIFICATION WORKSHOP



CERTIFICATION WORKSHOP

- Which services to use for low cost and high quality UGC footage?
 - Billo - billo.app
 - BeeRoll - www.beeroll.io
 - Insense - [Insense.pro](https://insense.pro)
 - Mini Social - minisocial.com
 - Fiverr - www.fiverr.com



CERTIFICATION WORKSHOP

■ Creator Outreach:

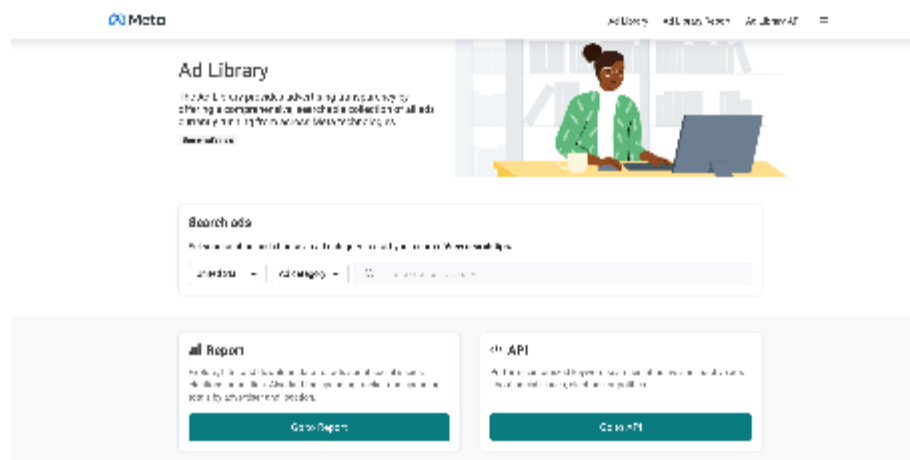
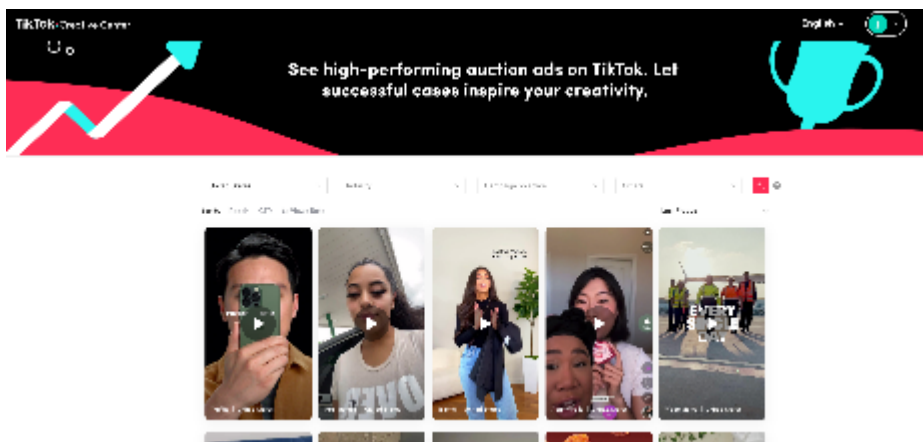
- Customers – Ask your customers for a video testimonial in exchange for a free product or cash
* use checklist
- Brand Ambassadors - Choose content creators who are the ideal customer and have experience with creating & editing direct response content, specifically for META and TikTok Advertising. **Content is low cost, save your money for great editors!!
- Creator who has published content whom you have no relationship.
 - Request Spark Code to run ads on TikTok – 365 Days
 - Request raw video files to edit videos (if necessary for META)
 - Users META profile handles for Whitelisting (not necessary, however, major impact on ad performance)
 - To keep costs low, purchase creative rights for 1 month with option to extend license at same monthly price.
 - Example for "breast pumps" – click [here](#)
- Full-Service Agency – [Power Digital Marketing](#) - powerdigitalmarketing.com – THE BEST!



CERTIFICATION WORKSHOP

■ Which services to use for low cost UGC footage?

- [Facebook Ad Library](#)
- [TikTok Creative Center](#) - Sort by
 - Reach
 - CTR
 - 6s Views Rate



CERTIFICATION WORKSHOP

■ Creator Marketplace / Influencer Marketing Agency

- See if Creators are “already” creating content organically for your content. If so, message them to see if you can use the content for paid ads in exchange for a fee or product. The advantage of using this content is its authentic and already has some engagement data behind it in terms of reach, likes, shares, etc. *Meta and TikTok Creative Marketplace may not be available to all advertisers at this time.
- Influencer Marketing Agencies – can provide full-service content creation management, including outreach, contract and image rights negotiations, scope, scripts, and at scale.
- Regardless of which service you choose, you’ll still want a content editor to edit the content into a more affective direct response ad. Editing the content into multiple variations with various intros, lengths, unique selling propositions call out graphics ,etc.

■ What You Need to Be Successful + Checklist

1. Be ready to provide creators with a light product review script to ensure they call out all problem and solution the product or service is providing. If you want the Creator to discuss a feature, ingredient, USP, anything, you must provide detailed instructions. The key to success is more information and direction.
2. We don’t want 10-minute video of ranting. We want 3 minutes of story telling for editors to be able to edit quickly.
3. Be authentic, consumers can tell if person is not being genuine or has limited experience with the product.
4. The setting should be relatable to the brand or service.
5. Within the first 3 seconds, make sure they are engaging the audience (this can also be edited). This consumer should know exactly what the product is and what they are going to do in the video. Creator should provide video with multiple intros for testing and editing.
6. Share examples of similar videos / scripts for them to follow!



CERTIFICATION WORKSHOP

Optimize your Social Media Marketing and Advertising with these DMAnc.org Masterclasses. Improve brand awareness, reach, leads, sales & revenue.

Workshops with dates and times (click on links to learn more):

Influencer Marketing Masterclass (Two-module Series):

Pre-recorded/Thursday, October 20, 2022 (9:00 am to 11:00 am PDT).

Content Marketing Masterclass (Two-module):

Wednesdays, October 19/November 2, 2022 (9:00 am to 11:00 am PDT).

Social Media Marketing Masterclass (Three-module Series):

Thursday, October 27/Tuesdays, November 8 and December 6, 2022 (9:00 am to 11:00 am)



CERTIFICATION WORKSHOP

- The video recording of this workshop will be sent this afternoon.
- It will be sent from the email customer care@gotowebinar.com
- If you don't receive it today, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you don't receive it, please fill out the Contact Us form at [DMAnc.org](https://dmanc.org) and we'll be sure to get it to you some other way.



CERTIFICATION WORKSHOP

- Do your keywords rank high in organic search?
- Is your website ready for Google's Mobile-first search ranking?
- What search terms are visitors using to find your site?
- What pages have the highest traffic?
- SEO top-line content issues.
- SEO top-line technical issues.

Get your free no-obligation SEO audit today!

<https://beasleydirect.com/free-seo-audit-offer/>



CERTIFICATION WORKSHOP

- How to reduce CPC while increasing conversions
- How to improve quality score
- Landing page score review
- Best times of day and days of week for conversions
- Paid advertising scenarios (Google Ads, Social Media, keywords, available target audiences)

Get your free no-obligation Google Ads audit today!

<https://beasleydirect.com/free-ppc-advertising-audit/>



Our Sponsors: \$1,000 in B2B data from MountainTop Data

CERTIFICATION WORKSHOP

- First name, last name, job title, job level, telephone, email, website, street address, city, state, zip code, number of employees, annual revenues, industry type (manufacturing, finance, health, etc.), LinkedIn profile
- For email marketing, social marketing (lookalike/amplify), etc.

To get your \$1,000 in free B2B data credits...

- Go to <https://tds.mountaintopdata.com/login/register>
- Use promo code **DMANC2k**



CERTIFICATION WORKSHOP

See the full calendar at dmanc.org

Workshops (page 1)	Fall 1	(Time)	Fall 2	(Time)	Winter	(Time)
ABM for Small & Mid-Size Firms: How to Avoid Pitfalls and Get to High Performing ABM (Tom Judge)			8-Nov-22	(12pm - 2pm)		
Affiliate Marketing Course: How to Add Pay-for-Performance Affiliate Marketing to Your Mix (Jan Carroza)			26-Oct-22	(10am - 12pm)		
B2B Marketing Strategy Development Masterclass, Module 1 (Mike Hornby)			25-Oct-22	(9am - 11am)		
B2B Marketing Strategy Development Workshop (Module 2, will be individual workshops scheduled by the instructor, Mike Hornby)						
Content Marketing Masterclass (Two-part Series), Module 1: Lay the foundation for a standout content marketing strategy (Helena Pearce)			19-Oct-22	(9am - 11am)		
Content Marketing Masterclass (Two-part Series), Module 2: Content Marketing Masterclass—Develop advanced, practical, actionable content marketing strategies to leapfrog your competitors (Helena Pearce)			2-Nov-22	(9am - 11am)		
Email Marketing Masterclass, Module 1: Improving your campaign results with better copy, design, and strategy (Kate Barrett)						
Email Marketing Masterclass, Module 2: Improving email deliverability to get your emails in the inbox (Kate Barrett)			18-Oct-22	(9am - 11am)		
Email Marketing Masterclass, Module 3: Improving email engagement with personalization and automation (Kate Barrett)			15-Nov-22	(9am - 11am)		
Email Marketing Masterclass, Module 4: Emailing Along the 5 Stages of the Customer Journey—Improving email results with the right content along the customer journey to drive engagement (Kate Barrett)			29-Nov-22	(9am - 11am)		
Meta (Facebook/Instagram), Tiktok, Pinterest Advertising (Two-part Series), Module 1--Beginner to Advanced Account Setup, Targeting, and Daily Optimization Strategies (Jake Mehani)					1-Dec-22	(12pm - 2pm)
Meta (Facebook/Instagram), Tiktok, Pinterest Advertising (Two-part Series), Module 2--Finding Your Creative Unicorn Over and Over Again (Jake Mehani)	13-Oct-22	(12pm - 2pm)			14-Dec-22	(12pm - 2pm)
Use Google Ads for Digital Advertising: Module 1: Google Ads and Keywords (Andreas Ramos)					16-Nov-22	(9am - 11am)
Use Google Ads for Digital Advertising: Module 2: Using Google Ads to Create and Manage Ads (Andreas Ramos)					30-Nov-22	(9am - 11am)
Use Google Ads for Digital Advertising: Module 3: The Google Ads Bidding System, Quality Score, and Bids (Andreas Ramos)					9-Dec-22	(9am - 11am)
Use Google Universal Analytics (Google Analytics 3.0) for Digital Marketing, Module 1: Installation and Configuration (Andreas Ramos)	14-Oct-22	(12pm - 2pm)	28-Oct-22	(9am - 11am)		
Use Google Universal Analytics (Google Analytics 3.0) for Digital Marketing, Module 2: Know Who Your Site Visitors Are and How They Found Your Site (Andreas Ramos)			9-Nov-22	(9am - 11am)		
Use Google Universal Analytics (Google Analytics 3.0) for Digital Marketing, Module 3: Know Your Site Visitor's Behavior and the Conversion Actions They're Taking (Andreas Ramos)			16-Nov-22	(12pm - 2pm)		
Use Google Analytics 4.0 for Digital Marketing, Module 1: Installation and Configuration (Andreas Ramos)					2-Dec-22	(12pm - 2pm)
Use Google Analytics 4.0 for Digital Marketing, Module 2: The User Behavior, Monetization, and Events Reports (Andreas Ramos)					7-Dec-22	(12pm - 2pm)
Use Google Analytics 4.0 for Digital Marketing: Module 3: Use Explore to Make Custom Reports (Andreas Ramos)					9-Dec-22	(12pm - 2pm)



CERTIFICATION WORKSHOP

See the full calendar at dmanc.org

Workshops (page 2)	Fall 1	(Time)	Fall 2	(Time)	Winter	(Time)
Google Data Studio for Marketers Turn Your Data Into Insights (Adam Finer)			3-Nov-22	(9am - 11am)		
Influencer Marketing Masterclass, Module 1: a comprehensive overview of the influencer marketing landscape and covers the key elements in planning, running and reporting on a successful campaign. (Murray Legg)						
Influencer Marketing Masterclass, Module 2: explore the benefits of influencers as sales channels and understand the various conversion mechanics at your fingertips that can be distributed out to target communities (Murray Legg)	20-Oct-22	(9am - 11am)				
LinkedIn Profile Optimization for Marketers: Use LinkedIn Profile Optimization (LPO) to Rank Higher on LinkedIn (Andreas Ramos)			4-Nov-22	(9am - 11am)		
LinkedIn Advertising (Two-module Series), Module #1: Need-to-knows and how to create winning LinkedIn audiences (Sarah Kerrigan)			2-Dec-22	(9am - 11am)		
LinkedIn Advertising (Two-module Series), Module #2: Develop the best LinkedIn ad formats, best practices to optimize live campaigns (Sarah Kerrigan)	13-Oct-22	(9am - 11am)	13-Dec-22	(9am - 11am)		
Podcast Strategy and Promotion Masterclass (Two-module Series), Module #1: Learn How to Set Up a Podcast that Won't Fail (Susan Finch)					1-Dec-22	(12pm - 2pm)
Podcast Strategy and Promotion Masterclass (Two-module Series), Module #2: Refining & Improving Your Podcast to Get More Listeners and Shares (Susan Finch)					15-Dec-22	(12pm - 2pm)
Use SEO for Digital Marketing-Module 1, Keyword Research (Andreas Ramos)						
Use SEO for Digital Marketing, Module 2: Optimizing On-page SEO and Technical SEO (Andreas Ramos)						
Use SEO for Digital Marketing, Module 3: Off-page SEO, Google Updates, Resources (Andreas Ramos)	14-Oct-22	(9am - 11am)				
Use SEO for Digital Marketing, Module 4: Page Optimization for Speed (Andreas Ramos)	19-Oct-22	(12pm - 2pm)				
Social Media Marketing Fundamentals: Establishing a Successful Presence in a Media Saturated Market (Beverley Theresa)						
Social Media Marketing Bootcamp: Turbo-Charge Your Social Media in 2022 and into 2023 (Beverley Theresa)						
Social Media Strategy Masterclass, Module 1: Strategy and Purpose, Audience & Personal Planning (Michelle Carvill)			27-Oct-22	(9am - 11am)		
Social Media Strategy Masterclass (Three-module Series), Module 2: Content Strategy (Michelle Carvill)			8-Nov-22	(9am - 11am)		
Social Media Strategy Masterclass (Three-module Series), Module 3: Organic and Paid Social Media Activity (Michelle Carvill)			6-Dec-22	(9am - 11am)		
Tweet This! How to Amplify Your Brand on Twitter, Free Webinar (Laurie Kretchmar)			8-Dec-22	(12pm - 2:30pm)		
Using Behavioral Science to Turbo-Charge Your Digital Marketing (Shirin Oreizy)			6-Oct-22	(10am - 12:30pm)		
Unified Marketing (Andreas Ramos)	Coming Soon!					
YouTube Marketing (Two-module Series), Module 1: Covers strategy for building influence and brand positioning (Adam Finer)			30-Nov-22	(9am - 11am)		
YouTube Marketing (Two-module Series), Module 2: Provides a practical guide to producing and optimizing content; and how to grow your channel and influence (Adam Finer)			14-Dec-22	(9am - 11am)		



CERTIFICATION WORKSHOP

- **Your feedback is very important to us.**
- **We look at each survey and use the input to improve the class and plan future workshops.**
- **We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.**



CERTIFICATION WORKSHOP

Jake Mehani

- Email: Jake.Mehani@PowerDigital.com
- Twitter: [@JakeMehani](https://twitter.com/JakeMehani)
- LinkedIn: [Jake Mehani](https://www.linkedin.com/in/JakeMehani)
- Office Hours: **Friday, October 25 at 2pm EST - Sign Up via Email!**

Send follow-up questions and I'll reply.

Laurie Beasley

- Email: lbeasley@beasleydirect.com
- Twitter: [@BeasleyDirect](https://twitter.com/BeasleyDirect)
- LinkedIn: [linkedin.com/company/beasley-direct-and-online-marketing/](https://www.linkedin.com/company/beasley-direct-and-online-marketing/)

