



Entrepreneurial Tools for Digital Marketing

Spring, 2014 Syllabus

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Overview

Most companies don't fail because they can't get their product built. Much more often, they fail because they don't know how to find, convert and keep customers.

This course will equip you with a set of online tools and techniques to aggressively grow a product or service. You will learn what the customer funnel is, discover strategies for manipulating each phase of the funnel using online tools, and learn how to measure the effectiveness of your efforts.

Between the lectures and guest speakers, the goal will be to condense years of practical, hands-on experience into 5 classes. We won't be operating at a 50,000 foot level - you can get a summary of SEO with a Google search. Instead, you'll learn specific techniques and strategies that smart companies are using to visitors into customers and customers into advocates.

Class Expectations

Material. We are going to do our best to cover a tremendous amount of ground in a short span of time. It's going to be a challenge, and your mind will definitely be swimming after each class. I will be sending follow up resources after each class to reinforce what we discuss. This material will be optional, but I strongly encourage you to read the resources as you have time.

Attendance. There is no textbook for this course. Everything will be presented in the form of lectures and guest speakers. **As such, you'll need to be present every session, and a percentage of your grade will be based on attendance.** Plan on arriving on time to sign in - there will be no exceptions on this portion of your grade.

Class Discussion. Plan to come to each class prepared to talk. Much of online marketing is about making guesses, testing them, and getting feedback. You won't be expected to know everything - if you're called on, make a guess. A wrong answer is better than no answer.

Homework. The homework assignments are designed to prepare the class for a productive discussion. **Homework will need to be submitted on Blackboard before midnight the day before class.** Don't send email, since it has a tendency to get "lost". Poorly completed homework will receive a reduced grade, and late homework won't be counted at all.

This course adheres to the guidelines in the Kellogg Honor Code and the Kellogg Code of Classroom Etiquette.

Your final grade will be broken down as follows:

- 25% class participation
- 75% homework assignments

Office Hours. I will be available to meet with you on campus or downtown by appointment. I can be reached on my cell at 312-213-0498 or via email at s-johnson@kellogg.northwestern.edu.

Class Schedule

Week One

- **Introduction** - What to expect over the next five weeks.
- **The Funnel** - What the customer funnel is, and a brief summary of each stage.
- **Intro to Analytics** - How to test and measure strategies at each stage.
- **Your First 1000 Users** - Optimizing for learning rather than growth early on.

Week Two

- **Activation** - How to get people to take action and have a great first-time experience.
- **Retention** - How to increase Customer Lifetime Value and repeat use.
- **Referral** - Strategies to turn customers into salespeople.

Week Three

- **SEO** - How search engines work, and what really works in SEO now.
- **Copywriting** - The critical importance of language.
- **Content Marketing** - Why every company needs an aggressive content strategy.

Week Four

- **Social marketing** - Maximizing reach through Facebook, Twitter and more.
- **Viral Marketing** - The viral coefficient, and how to maximize virality.

Week Five

- **Google AdWords** - Using paid media without busting your business model.
- **Facebook Ads** - Optimizing the user experience to maximize satisfaction.
- **Email marketing** - How to build relationships with visitors over time.
- **Wrap Up**