MKTG 961-A: Entrepreneurial Tools For Digital Marketing

Syllabus

Winter, 2015

Professor Troy Henikoff
Phone: 312.278.3460 (cell)
E-mail: t-henikoff@kellogg.northwestern.edu

OVERVIEW

Summary:

Most people agree that the Internet has been the single biggest change to business in the last 100 years, yet very few know how to effectively leverage the web as a tool for customer acquisition, retention and growth.

This course is based on the framework of the customer relationship funnel but will focus solely on the web/mobile channel. Customer discovery and validation in the web/mobile channel involves strategies and tactics that are faster and less expensive than physical channels. Consequently, digital marketing is an integral part of both the entrepreneurial and corporate environments.

This class will be very hands on and tactical, giving you exposure to the basic concepts of UI/UX, A/B testing, conversion funnels, ASO, SEO, SEM, Google Analytics, Google Webmaster Tools and much more. Expect to be working in groups in practical settings. There is not a textbook for this class, guest speakers and lectures will provide the information, and hands on exercises will provide the learning.

COURSE FORMAT AND EXPECTATIONS

Format:

We have only five classes in which to cover a mountain of material, there will be a number of guest speakers who will bring an immense amount of expertise into the classroom. You will be given access to Google Analytics and Google Webmaster Tools for a live website that will be a "laboratory" for this class, a place to see what happens in the "real world" with a site that has over a million visits a month.

There is no textbook and will be few reading assignments, the learning comes from the homework and the lectures. As a result, attendance is mandatory – if you miss one class, you have lost 20% of the value of the class… Students will sign in at the beginning of each class.

Expectations:

Students should come to class prepared to summarize and discuss key points from the homework or other assignments. **My expectation of you is simple: come prepared and CONTRIBUTE**. The class will be effective and useful to the extent that you *engage, discuss and challenge each other*. Nearly all great ideas are built in an iterative and collaborative environment. That is the environment we will create in this class.

Other Rules of Engagement:

You are expected to *attend every class*, *be on time* (punctuality is a sign of commitment and respect) and stay for the entire session. There are times when you may feel another activity is more

important and choose to miss class – note that you will get zero credit for your contribution to class on days that you miss, and it will impact your grade. No matter the reason for the absence, if you are not there, you cannot contribute and will not receive points for contribution.

While I am a technologist and embrace it fully, I have seen how having laptops, iPads and phones in class is a distraction and puts a barrier between the person typing and the person communicating, and that is in the best case when they are actually paying attention. As a result, I ask that phones are turned off, and laptops closed in class. I will share all presentations with the class electronically and would much rather have 100% attention and interaction than have typed notes. Of course paper notes are always a good idea!

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

In summary, **treat this class as you would an important business meeting**. This means you would arrive on time (probably early) and would be well prepared to engage in a meaningful way.

COURSE REQUIREMENTS AND ASSIGNMENTS

Your final grade is composed of:

Class Contribution	20%
Homework and Assignments	40%
Final Take-Home	40%

TURNING IN ASSIGNMENTS

Note that **all homework is due 24 hours BEFORE class**. They may be emailed directly to me, or delivered via the Learning Management System, but be sure that I will check the time stamp! (Treat is as you would a RFP for a potential customer)

This gives me time to review it and address any issues that are common in the class. Assignments done poorly or received late will receive a reduced grade.

OFFICE HOURS

I will be available to meet with you on campus or downtown by appointment.

I can be reached at t-henikoff@kellogg.northwestern.edu or on my cell at 312.278.3460.

WEEK 1: THE BASICS

Overview:

We are setting the foundation for the class. You will meet a co-founder of GiveForward, the web site that we will be using as a case study throughout the class, he will present an overview of the company, what they do and what they have learned over the last 5 years. We will then do an overview of Google Analytics (GA) and Google Webmaster Tools (WMT) using them as tools to see what is happening on a web site. We will then explore the basics of the User Experience and how that impacts the results you get on your site.

Assignment **DUE 1/8/2014 @ 1:30pm**:
- o *You will have an **assignment due the DAY BEFORE THE FIRST CLASS***
- o *Specifics will be sent via email and Blackboard at least one week in advance*

WEEK 2: SEARCH ENGINE OPTIMIZATION (SEO) AND APP STORE OPTIMIZATION (ASO)

Overview:

SEO is one of the most talked about yet least understood of the digital marketing tools. It can also be one of the most valuable since you do not have to pay for visitors… We will spend the entire class on first understanding how Google works, then how to leverage that understanding to drive more traffic to your site. Even if you thought you knew SEO before, you will definitely learn how the experts think about it and walk away with a deep understanding of the principles of great SEO.

In today's mobile first world getting attention for your app is as important as getting attention for your website. We will review best practices on ASO.

WEEK 3: SEARCH ENGINE MARKETING (SEM)

Overview:

While SEO is powerful, it takes a long time to build up and you are at the whim of the search engines. For many web sites, SEM is a great way to laser target your customer base and get them to your site, but you pay for each visit. We will explore the basics of SEM, how to effectively target users, select keywords, build campaigns and measure effectiveness.

WEEK 4: CONVERTING CUSTOMERS

<u>Overview:</u>

It is great that we have been able to get people to our site, but how do we get them to do what we want them to and take an action? That action can be a purchase, registration, bookmarking, it does not really matter, but we need a goal, a way to measure success and then a process to improve results. It is a combination of art and science, but it can definitely be learned and improved.

WEEK 5: SOCIAL MEDIA AND WRAPPING UP

<u>Overview:</u>

We will explore how you leverage social media as a tool and explore some real life case studies on how effective social can be. We will also step back a bit, review what we have learned over the five weeks and talk about how to be better at both applying that learning and at managing the processes that implement these techniques. As entrepreneurs and managers going forward, you are unlikely to be the ones actually building the campaigns, but you do need to understand the mechanics of how they work to be able to effectively manage your teams.

The take home exam will be given out at the end of class.