



Marketing Syllabus

Onboarding

1. Setup Google Analytics access
2. Setup MailChimp access
3. Set up GA profile view for students
4. Disable ad-blocking browser extensions

Course Overview

Week 1: What is Digital Marketing?

1. Technology Overview
 - a. Slack
 - b. Basecamp
 - c. Email — aneesha@lanteralabs.com
2. Customer Funnel/Customer Lifecycle
 - a. [Interaction points](#)
 - b. How to assign a value to a touchpoint
3. Understanding the landscape — determining how to position, and place your product or service
 - a. [Landscape analysis](#)
4. Analyzing the customer — determining how to extract valuable information about the customer
 - a. Demographic data
 - b. HHI

- c. Gender
5. Google Analytics
- a. Overview of metrics
 - i. *Technology training*
 - 1. Group Work:
 - a. Custom Dashboard Creation
 - i. Replicate “Starter dashboard”, by clicking into the starter dashboard, seeing how it’s constructed, and then recreating it for yourself.
 - ii. Create a filter for sessions/browsers – I’d only like to see Chrome users.
 - b. [An observation document](#)
 - i. *Technology training #2*
 - 1. *Create copy of observation document and create 10 observations that highlight statistics as it corresponds to the website.*
 - c. [Customer Profile](#)
6. Who You’ll Interact With
- a. Personas that you’ll interact with as a marketer
 - i. Engineering
 - 1. How to ensure that your initiatives driving top-line revenue are sprint priorities.
 - ii. UX
 - 1. How to create and embolden designers with interaction metrics.
 - iii. Graphic Design
 - 1. What makes a good sale graphic?
 - iv. C-Suite
 - 1. ROI, Revenue, and margin
7. The Web
8. Bugs you’ll encounter
- a. How to recognize when a platform has a technical issue
 - i. Recognizing patterns in data
 - ii. How to file bug tickets/AGILE overview
 - 1. Expected behavior
 - 2. Observed behavior
 - 3. Suggestions for improvement
9. *In class exercises*
- a. Creating a segment in Google Analytics
 - b. The importance of relational data
 - c. Example of bug ticket; file a bug ticket
 - i. [Example here](#)

10. OKRs
 - a. Make a copy of [this document](#)
11. Who You Are
 - a. [Working Document](#)
 - b. What Marketing Means to You

Assignments:

(1) Creative Writing Assignment

(2) Working Document

Week 2: Email Marketing

1. Week 1 Recap — In Class Exercises
 - a. *Select a company that you would like to market for, this can be your own company.*
 - i. *5-10 minutes*
 - b. *Create OKRs for yourself, based on elements that you have identified that are characteristics you'd like to improve on in the working doc —*
 - i. *10-15 minutes*
2. Advanced knowledge
 - a. [Basic HTML](#) — every tag in HTML (except the img tag) needs an opening tag and a closing tag.
 - i. `<p> tags </p>`
 - ii. ` tags `
 1. Link tag
 - iii. ``
 1. Image being pulled in
 - b. An opening tag has the structure `< something>`; a closing tag has the structure `</something>`
 - i. How to embed an image into a webpage or an email template `` tag; an image tag doesn't need a closing tag.
 - ii. How to create a paragraph tag, or a `<p>` tag
 1. `<p>This is a paragraph</p>`
 - iii. How to create a link, or an `<a>` tag
 1. `Link`
3. In-class demonstration
 - i. Google Chrome – inspect mode
4. ESPs
 - a. Email service providers — great overview of what exactly email marketing encompasses [here](#).
 - b. Class signs up for emails + reviews emails they have received

- i. Components of emails — what are they?
 - c. *In Class Exercises*
 - i. Partners — review email that you like; why do you like it?
 - ii. How to create a template in MailChimp
 - iii. Create a welcome template — introduce yourself to the brand
 - 1. Campaign — beginning of assignment
 - d. Automated emails (triggers)
 - i. How to target consumers
 - ii. What an action-oriented trigger represents
- 5. Metrics in email marketing
 - a. [Metric sample sheet](#)
 - b. OR, CR, subscriber list
- 6. [Old/New Marketing Technologies](#)
- 7. Automated email campaigns
 - a. Welcome campaign
 - b. Winback campaign
 - c. Abandoned Cart campaign
- 8. Email Ecosystem
 - a. Email addresses (subscribers)
 - b. Held in CRM (customer relationship management) database
 - c. Has to send emails through an ISP, or an internet service provider
 - d. Deliverability has to be high
 - e. Customer lifetime value, or LTV has to be high in order to retain customers

Assignments:

- (1) *Welcome campaign in MailChimp*
- (2) *Custom segments*
- (3) *V1 of Customer Persona*

Week 3: Search Marketing/PPC

- 1. Google AdWords
 - a. Theory
 - i. Definitions
 - 1. CPC
 - 2. CPA
 - 3. Impressions
 - 4. Clicks
 - b. Search campaigns
 - i. Auction-based campaigns
 - ii. Quality Score
 - iii. CPC

- c. Shopping campaigns
 - d. What are datafeeds
- 2. Exercise — Creating an AdWords account with your Google login
 - a. Creating a Search campaign
 - i. Campaign
 - ii. Ad Group
 - iii. Keywords
 - b. Creating a Shopping campaign
 - i. Datafeed
 - ii. Merchant Center
- 3. Module — attribution
 - a. What is the difference between first and last click attribution
 - b. Why is attributing traffic important?
- 4. Google Analytics
 - a. Visualizing AdWords data
 - b. Custom events
- 5. Reporting
 - a. Creating an ROI report
 - i. [With dataset](#)
- 2. Google Ads
 - a. Advanced [bidding strategies](#)/algorithmic bidding strategies
 - i. ROAS
 - ii. Maximize Clicks/Conversions
 - iii. Target CPA bidding
 - iv. Target Impression Share
 - v. CPV (Video)
 - b. Video ads
- 3. Change History
 - a. [Constructing theories and checking them](#)
- 4. How to evaluate campaign efficacy

Module on Google Sheets + Statistics

- 5. Google Sheets
 - a. Quick wins/pros and cons — [formulas](#)
 - i. SUMS
 - ii. AVG
 - iii. Drag and Drop
 - iv. PEMDAS
 - v. Google Sheets [function list](#)
 - b. Small formulas (SUM, VLOOKUP, translating data in between sheets)
 - i. [VLOOKUP](#) or LOOKUP

1. Vertical lookup looks at a corollary piece of data based on an input value — it's one of the most trusted and used formulas in Google Sheets.
 2. Article [here](#)
 - ii. Exercise 1: Using the [Marketing Dataset](#), click on Tab 3, or “Assignment” and execute the assignment!
 - iii. Exercise 2: [VLOOKUPS](#)
6. Overview of graphs and representation
- a. What is a scatter plot
 - i. Read [this!](#)
 1. A scatter plot is a two-dimensional data visualization that uses dots to represent the values for different variables.
 2. Scatter plots are used when you want to show the relationship between two variables
 - b. What is a bar chart?
 - i. Read [this!](#)
 1. A bar chart or a bar graph is a graphical display of data using bars of different heights; bar charts, unlike scatter plots do not need two variables (an x and a y variable) — it can work with one variable!
 2. This is a fantastic way to showcase relative sizes.
 - c. What is a line chart
 - i. A line chart is a chart that connects data points (or markers) with straight line segments.

Google Data Studio

- What is Google Data Studio
 - Data Studio is Google's reporting solution for power users who want to go beyond the data and dashboards of Google Analytics. The data widgets in Data Studio are notable for their variety, customization options, live data and interactive controls.
- Importing data and creating a marketing dashboard in Google Data Studio
 - Create a copy of [this file](#) and place your name on it
- Let's import the dataset into Google DataStudio together. If you feel like it's tough to remember this stuff, I've recorded a video for you right [here!](#)

Assignment — create the following:

1. A bar chart showcasing the first-click and last-click revenue in the affiliate network by week
2. A scatter plot of average commission rate compared to another variable — remember scatter plots need two variables (an X and a Y variable) — what should the Y variable be? What's a good metric to see commission in the context of?

3. Click into the "Style" section of both of your charts — change the "Axis color" of your Scatterplot chart to be red; when you click on "reverse axis direction" what happens?
4. Using the same dimensions as your scatterplot, create a bubble chart. How is this different from the Scatter plot? In the data section what does bubble size do? Are we visualizing two variables or three, now?
5. Create a chart that wasn't a part of the assignment (time series will not work, can anyone guess why?); which other charts will not work? What data needs to be there in order to complete this part of the assignment?

Answers [here](#)

Week 4: Social/Affiliate Marketing (Facebook, etc.) + Brand Marketing + Attribution

Affiliate Marketing

1. Mostly done through a CPA basis
2. Examples of affiliate marketing platforms
 - a. [Ebates.com](#)
 - b. [ShopStyle.com](#)
 - c. [People.com](#)
 - i. Typical grouping: Content, coupon, high-value, international (if you're working in the U.S.)
 - d. Key players in affiliate marketing:
 - i. The merchant: The person or company(ies) who has goods/services that they'd like to be sold through the affiliate network
 - ii. The affiliate or the publisher: This can range from individuals to entire companies; this is the website that is promoting the
 - iii. The marketer (you) — the person that connects the merchant and the affiliate/or the publisher
 - iv. Walk through exercise
 1. [LinkShare](#)
 2. Pepperjam
 3. [Commission Junction](#)

Module/Creative Writing Exercise — Branding + Brand observations

- [Article 1](#)
- [Article 2](#)
- [Article 3](#)

Creative Writing exercise —

- 15 minutes — Create a short story for a branding campaign — this should be shown in a 30-second to 1-minute video clip. How can we showcase love for your brand/product without being cheesy/over-the-top?
- 10 minutes — Share your story with a partner, and discuss campaigns that you've liked historically

3. Facebook Marketing

- a. Pages
- b. Facebook Ad Manager
 - i. Keeping information local (to the platform)
 - ii. Metrics:
 - 1. ThruPlays
 - 2. People Reached
 - 3. Messages Initiated (Message Conversations Started)
 - 4. Video Views
 - iii. Audience Views
 - 1. Creating an audience
 - 2. LAL — or Look-Alike-List
 - a. Lookalike from purchases
- c. Boosted Posts

Statistics module

Business Insights — Simple Linear Regression

- In statistics, a linear regression is a model that creates a linear model to describe the relationship between two variables. A simple linear regression is the relationship between one independent variable and one dependent variable.

Since we are interested in summarizing the trend between two quantitative variables, the natural question arises — "what is the best fitting line?" At some point in your education, you were probably shown a scatter plot of (x, y) data and were asked to draw the "most appropriate" line through the data.

$$\hat{y} = b_0 + b_1x_i$$

Demonstration in Google Data Studio

1. What software services do marketers and data analysts use?
 - a. **Read [this!](#)**
 - b.
 - i. Microsoft Excel — most widely used software for people in data Analytics

- ii. Tableau/Google Data Studio — Visualization tool that blends different datasets.
 - iii. SQL — most used database language in the world
 - iv. Python/R — programming languages
 - c. Visualization components
 - d. What makes a successful marketing dashboard?
 - i. Read [this](#)
 - ii. And [this](#)!
- Example of data [reporting](#)

(1) In Class Exercise — refine your marketing dashboard based on what goes into a good dashboard; what metrics + reports can be added in?

- 4. A/B testing as a marketer
 - a. [What is A/B testing](#)
 - b. How to evaluate A/B tests
 - c. How to create a roadmap
- 5. Social Implications of Marketing
 - a. [What is ethical marketing](#)

(2) In Class Exercise #2 — Creating a Brand Deck

- [Assignment](#)

Group Exercise

- Refining deck + advertisement together with your partner
 - 10 minutes overview, each person
 - 5 minutes feedback, each person
 - 30 minutes total of group work
 - Questions:
 - Is your partner identifying most competitors in their vertical?
 - Is the price point reasonable?
 - What is the unique business advantage your partners' entity possesses?
 - Is the video advert authentic; will it lead to potential conversions?

Week 5: Technical Skills + Complex Statistics

- 1. Google Sheets
 - a. Technology training
 - i. What are macros?

b. Advanced: Macros

- i. [Formatting + creating a chart](#)
- ii. What are some examples of macros you can create to save time?
- iii. Diving into the development component ([article](#))

Break, and working on assignment (brand decks) —

Presentations, in class

- [FORECAST](#) function
- Linear Regression Analysis
 - [Advanced Assignment](#)
- [HTML overview](#)

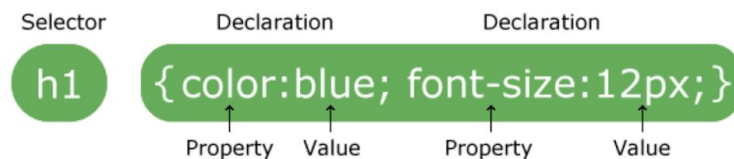
HTML Syntax

Opening Bracket-VALUE-Closing Bracket

<p>

CSS Syntax

A CSS rule-set consists of a selector and a declaration block:



The selector points to the HTML element you want to style.

The declaration block contains one or more declarations separated by semicolons.

Each declaration includes a CSS property name and a value, separated by a colon.

A CSS declaration always ends with a semicolon, and declaration blocks are surrounded by curly braces.

- HTML tags:
 - <!DOCTYPE html>
 - <html></html>
 - <p> This is a paragraph </p> — paragraph tag
 - <h1> </h1> — heading tag
 - <body></body> — body tag
 - <table></table>
 -

- CSS tags: color; text-align (right, left, center);
 - Color
 - [Color picker](#)
 - What is a HEX value — A color hex code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors.
 - The code starts with a pound sign (#) and is followed by six hex values or three hex value pairs (for example, #AFD645). The code is generally associated with HTML and websites, viewed on a screen, and as such the hex value pairs refer to the RGB color space.

Assignment:

- **Go to Codepen.com and create your own HTML page — ensure that you have declared the type of document as <html>, and include a title, an h1 tag, a paragraph tag. Style your tags in a way that you would like using at least one line of CSS code.**

Week 6: Ancillary Marketing Skills Interview Preparation + Putting the Presentation Together

Day 1 — CRO, SEO, Which Jobs to Apply To

Visual Importance of Marketing —

— Conversion Rate optimization

- Based on the metric of conversion rate — all visual components are trying to ensure that the customer has a seamless pathway to conversion, whether it be purchasing something, clicking a button, filling out a form, etc.
- Tools in your toolbox
 - Thinking like your website's visitor — can someone navigate your page easily?
 - Onboarding a visualization software
 - Running usability testing
 - Looking through heatmaps
 - Unique content + tone/style designed for your user base
 - A/B testing
 - Conversion sequence [heuristic](#)

$$C = 4m + 3v + 2(i-f) - 2a$$

Variables:

- C probability of conversion
 - M, motivation of the user
 - V, clarity of the value
 - I, incentive to take action
 - F, Friction
 - A, Anxiety
-
- M, Motivation
 - Where is your customer in the conversion funnel?
 - Where is your traffic coming from?
 - What information does your customer need before converting?
 - What does your customer value? What are their pain points?
 - V, Value
 - What's the appeal of your offer?
 - What's the credibility behind your company, or your offer?
 - Is there clarity in your offer?
 - F, Friction
 - Is there difficulty in the technical completion of the conversion?
 - Is there a time component?
 - A, Anxiety
 - Does the product deliver on its promises?
 - Is there a proximity factor, i.e. local?

Examples of Optimized landing pages:

- [Twago Talent Pool](#)
- [Unbounce](#)
- [UpWork Writing landing page](#)

Great landing pages have:

- Clear value proposition
- Clear and bold CTA
- Easy navigation

Assignment:

Look through your website + brand's landing page (or homepage) — what are areas that they can improve? What are things they are doing well? Write 3-5 observations about layout that would improve conversion probability, based on the CRO formula that we learned earlier today.

1. Interview preparation
2. Job overview
 - a. [Job examples + queries](#)
3. Jobs not to apply to
 - a. [Examples](#)
4. Ancillary skills as a Marketer
 - a. Web Development
 - i. HTML/CSS
 1. Recap
 2. [Assignment](#)
 - b. SEO
 - i. Search Engine Optimization
 1. Read [this!](#) (Moz.com is the best content generator for SEO)
 2. [Beginners Guide](#) to SEO
5. Cover letter
 - a. How to write a cover letter
 - i. “I am” statements. Own your skill-set!
 - ii. Formalities
 1. Gauge how formal the company is — if it’s very formal limit yourself to 3-5 paragraphs, address the letter as “To Whom It May Concern”.
 2. If it’s informal, being unique is KEY. You want to be seen!
 3. “To: person’s name” – if you can avoid stiffness in your cover letter, that’s ideal. Don’t use the cover letter to regurgitate what’s on your resume, expand on your experiences. Ask yourself:
 - a. What approach did you take to tackling one of the responsibilities you’ve mentioned on your resume?
 - b. What details would you include if you were telling someone a (very short!) story about how you accomplished that bullet point?
 - c. What about your personality, passion, or work ethic made you especially good at getting the job done?
 4. Don’t over-focus on educational background (this is usually seen with students who are applying for entry level roles; usually, companies don’t care) — instead, look to leadership roles you have outside of your classes, or projects within classes that have real-world application
 5. Use some statistics to showcase what you did was measurable. Did you make a workflow 30% more efficient? Say so!

Assignment — choose one of the job descriptions in the [marketing jobs](#) list. Read through the job description, and identify what they're looking for

- Identify what skills the job listing is looking for (which specific skills — email marketing, Affiliate marketing, social marketing, etc. Write them out in your own Google Sheet
- Answer questions that the job posting lists, right off the bat.
- Create a cover letter based on what the job posting wants

Assignment: work through your deck — make sure that all components outlined are a part of it, like outlining the marketing strategy, creating the ROI metrics that you want to achieve, and we're going to start a 2nd round of presentations! :)

Additional Module (1): SQL/Statistics

1. Regression Analysis
2. SQL
3. Database munging
4. Putting it all together

Additional Module (2): CRO

5. Creating metrics around design
6. Design best practices
7. Implementation + Checking