

# Digital Marketing University

## For Produce Professionals

### WEEK 1: SOCIAL MEDIA (8/2)

- Conducting a social media brand audit and why it's important
- The 3 keys to creating a social media strategy
- Unlock the secret to content that engages



### WEEK 2: DIGITAL ADVERTISING (8/9)

- Digital advertising trends that are reshaping the industry
- Where to invest for the greatest ROI
- Easy tracking tips for real-time optimization



### WEEK 3: WEBSITE BEST PRACTICES (8/16)

- Does your website pass the usability test?
- Collecting leads and converting customers
- Key metrics to track daily, weekly, monthly and yearly



### WEEK 4: SEARCH ENGINE OPTIMIZATION (8/23)

- Search engine basics and why SEO is necessary
- How to rank higher in Google search results
- SEO myths and misconceptions revealed



### WEEK 5: EMAIL MARKETING (8/30)

- How to reach Millennials with email marketing
- Writing subject lines that result in higher open rates
- The best tools to manage email marketing campaigns

