

USF MUMA
COLLEGE OF BUSINESS
UNIVERSITY OF SOUTH FLORIDA

Digital
Marketing
Certificate
Program

Digital Marketing Certificate Program

*Talking About
Digital Marketing
At Your Company*

I just don't
get it :-)

What's
Digital
Marketing?

Let's
talk!

The Talk-Kit

Straight talk...

Use this helpful guide to...

Selling your company on a new program is hard.

... communicate your success with the USF Muma College of Business Digital Marketing Certificate Program at your company. When it comes to evolving your organizational culture to understand and appreciate digital marketing, it's all about spreading the word and making it stick. Like glue!

We get it. And one that involves a culture change is even harder. But, don't worry! Now you can get everyone on the right page, and in a digital marketing mindset, at your company.



Tell your organization

To All Employees:

As you already know, we now live in a digital-driven economy. Customers no longer purchase just products or services, instead they expect to enjoy great experiences with engaging brands. Even within our own industry, delivering a unique value to customers is having a huge impact on ROI.

This means we must work to improve our digital outreach and stay up to date on disruptive technologies, while bolstering engagement and increasing brand loyalty.

To this point, the [your department] team is embarking on a new and exciting endeavor! We will soon participate in the exclusive Digital Marketing Certificate Program at USF Muma College of Business.

When completed, we'll bring back new skills, concepts, best practices, ideas, templates, and a plan to help us achieve our goal in becoming a truly customer engaged organization.

We look forward to sharing our learning with everyone in the company and working closely with you to reap the benefits. In fact, we encourage others to take this program. We can all learn together to help transform our entire company and raise the bar when it comes to marketing automation!

It would be great if you join us. To learn more - simply contact me!



Get others
pumped up



Share with other management



Tell your
peers!

Dear [your work colleague],

I've recently accepted a Board seat at USF Muma College of Business to help advise and shape their Digital Marketing Certificate Program.

I'm very excited about this opportunity and believe this world-class curriculum is a great benefit to our firm. The course sessions, taught by leading practitioners, focus on solving real-world problems, and provide best practices and solutions to implement immediately at our company.

I've attached a brochure about the program, along with an ROI toolkit that explains the benefits of attending. If you'd like more information, visit the program's website: www.usf.edu/mcob-digital-marketing.

This coursework will be a great value to you and your team! When you register, be sure to use the 'Register and Pay Later' page and enter discount code USFB20. You'll get my 20% Board Member discount.

Thanks for taking a few minutes to review this information. If you have any questions or would like additional details, please feel free to contact me at any time. I look forward to speaking with you soon and hearing your thoughts on the Digital Marketing Program at USF.

Best Regards,



Chat & celebrate

Talk about your progress!

The [your department] Team Reimagines Marketing!

Our customers deserve the very best, including digital engagement and personalization. That's why the [Your department] Team is working hard to improve our digital marketing strategies. To ensure we're equipped to help us all raise the bar to the next level, the entire [your department] team has now completed the Digital Marketing Certificate Program at USF Muma College of Business!

As a direct result, they have already achieved several successes including defining a digital marketing strategic vision, creating digital marketing goals and objectives, forming our first Strategic Marketing Committee, developing a framework for engaging digital drip campaigns, and are on their way to revolutionizing the way we do marketing across our organization. That's quite an achievement in 6 short months!

As [Your Name] stated, "We need to work hard everyday to help personalize our customer's experiences in order to earn their trust and their business." The [your department] team is ready. Are you?



Gossip on your internal web



Send teasers

The [your department] team is off to the races in becoming socially savvy. Read more on their department page...

Obsessed with growing our state presence? Find out how the [your department] team is enabling automation to make this happen. Learn more...

What's the difference between direct mail and digital email campaigns? Come to our next meeting to find out...

Interested in learning how marketing aligns with our company strategy? Visit the [your department] page to see our last campaign metrics and our acquisition growth rates dashboard they developed as a result of the USF program...

Great leaps and bounds! Due to our social media management, we've surpassed 200k followers on Twitter. How? Check out our customer conversations via our social pages.

Where are we on digital outreach vs. ROI? Visit the [your department] page to see results metrics.

Culture isn't just for yogurt! Digital is where it's at – and our culture simply rocks! Join our upcoming contest...



Confess to the world...

[Your company] Works to Redefine Digital Marketing

PRESS RELEASE: The [your company] announced today that [your name and title] has joined the Leadership Board for Digital Marketing Certificate Program at USF Muma College of Business. “This is quite an honor,” [your name] commented. “Overall, it is one more step in illustrating our commitment to respond and deliver timely and unique, personalized experiences to our customers. Connecting to customers on a digital playing ground has become the more prevalent in the last 3 years. As a forward thinking business, we embrace this concept. It’s integral to our innovation, and we can’t afford any blind spots.”

[Add a section about you and your qualifications]

Through this newly appointed position on the USF Digital Marketing Advisory Board, [your name] will provide input and leadership through classroom visits, forums and conferences, and by actively participating in student coaching opportunities. The Board supports attendees of the USF Digital Marketing Certificate Program who are immersed in an intensive, collaborative and educational environment, learning to apply principles and techniques that drive digital marketing transformation.



Reap brand
kudos



...your relationship with USF!



Add
relationship
quotes

[Press release continued]

As part of this announcement, [your company] revealed they are ensuring that all of their [your department] employees will attend this exclusive program. “Our obsession with modern marketing is not new,” stated [your name]. “However, our level of commitment by our entire staff is accelerating.”

“We are delighted to announce this renewed commitment to our customers” said [your CEO / President]. “By ensuring our employees are well trained in digital marketing principles, we are transforming all corners of our organization. Ultimately, our customers will reap the benefits of being at the center of our focus.”

[Your name] confirmed, “USF has worked very closely with us, making their program available both in-person and online. It’s a great partnership and a privilege to serve on their Advisory Board.”

The Digital Marketing Certificate Program at USF Muma College of Business is an interdisciplinary curriculum designed to provide the skills and insights needed to move Digital Marketing initiatives forward within organizations. Quarterly classes are available in both 4-day in-person and 8-week online formats. Corporate programs are also available. Learn more at www.usf.edu/mcob-digital-marketing or call 800.828.8481.



Keep the chatter going in blogs

Here are some ideas to get your juices flowing on writing blog posts on your company's site. Don't have a blog? Don't worry, use LinkedIn Pulse! Keep your articles short and concise. Readers love quick scans. Be a real winner and make yours only three paragraphs!

- How To Include Influencers In Your Content Strategy
- 3 Ways To Turn Your Customers Into Brand Fans!
- How Sales And Marketing Can Team Up To Drive Growth
- 10 Questions To Ask Before Creating A Marketing Video
- The Balance Of Creativity And Productivity In The Digital Age
- How To Supercharge Your Content Marketing With Quizzes
- Digital Marketing: Bouncing Back From Failed Social Posts
- 5 Ways To Intelligently Use Communications Data
- How AI And Public Relations Go Together Like PB&J
- The Communicator's Guide To Instagram Stories For Business
- The 5-step Process For Creating Captivating Stories



Be a thought leader!



Chinwag via a media calendar

#SMM rocks! We're leading the way!

#PPC – why it's vital for #smallbiz sites

5 tips for a #growthhacking program

Eye-catching subjects for #emailmarketing

Paving the roads to #digitaltransformation

Type of Marketing News

Type of Marketing News	Internal	Press Release	Twitter	Face Book	LinkedIn
Program Announcement	✓	✓	✓		✓
New Marketing Director	✓	✓			✓
Social Media Contest	✓		✓	✓	
LinkedIn Contest	✓		✓	✓	
New Personalized Offerings	✓	✓	✓	✓	✓
Conferences/Tradeshows	✓		✓	✓	✓
Feedback Action Taken	✓		✓	✓	✓
Employee SMM Awards	✓		✓	✓	
Video Testimonial	✓		✓	✓	✓
Case Study	✓		✓		✓
Blog Post	✓		✓		✓
USF Certifications	✓	✓		✓	✓

Let's talk!

Wow, I get it!

You made your message heard!

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Digital
Marketing
Certificate
Program

Now, walk the talk.

Make the most of your Digital Marketing for Executives Program. Keep the conversation flowing by registering employees at USF TODAY!

800.828.8481

www.usf.edu/mcob-digital-marketing