



Digital Marketing

Marketing has been radically transformed due to evolving technologies, changes in consumer spending patterns, and the influence of a global economy. Dr. Gabrielle K. Gabrielli will help participants use a systematic approach with Web 2.0 and other technologies to build innovative, customized digital marketing strategies. Participants will be given access to online tools to use after each session to improve existing marketing efforts and create effective new campaigns. Participants will learn to:

- Leverage digital marketing for campaigns, contests, promotions, and effective social networking including via Facebook, YouTube, Pinterest, and LinkedIn.
- Write effective metadata, use cross-promotion, and implement other Internet, video, and multimedia strategies to improve search engine rankings.
- Effectively use branding, blogs, and other tactics to advance marketing.
- Conduct beneficial research to be responsive to target consumers and generate leads, increase sales, and enhance market reach.
- Achieve better results with marketing spending and track return on investment.



<p><u>Course Dates</u> April 4 April 11 April 18 April 25 May 2 Plus One Virtual TBD Wednesdays 2:30-4:30pm</p>	<p><u>Course Location</u> ITT Technical Institute 2639 N Monroe St. Tallahassee, FL http://www.itt-tech.edu</p> <p><u>Register Online</u> http://gabrielleconsulting.com/register.php</p>	<p><u>Course Costs</u> \$400 if registered before April 1. Add \$50 if after.</p> <p>Make check payable to Gabrielle Consulting Inc. <i>*Nonprofits, contact Gabrielle for discounted pricing.</i> Payment due April 4.</p>
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Learn to use a systematic approach to digital marketing to stretch resources and edge out your competition. This course will pay for itself when you attract your first new customer!

For more information, contact Gabrielle at 850-321-8222 or gabrielle@gabrielleconsulting.com.