



Digital Marketing Strategy

The emergence of digital technologies has fundamentally changed the way individuals, businesses, and organizations interact. This has necessitated a shift in how organizations reach, captivate, and convert their target audiences.

This three-day intensive program will provide participants with an in-depth understanding of the digital marketing landscape, beginning with how digital marketing should fit into the greater marketing communications framework.

The course will cover:

- Digital marketing frameworks & business models
- How to develop a comprehensive and cohesive digital strategy
- The best methods for selecting the appropriate tactics, channels & tools
- Different approaches for measuring the performance and return on investment of your digital marketing activities
- How to quantify the incremental impact digital marketing programs have on an organization's bottom line

Throughout this course, we will focus on teaching you how to create a cohesive experience that transcends digital properties. Participants will leave with a clear understanding of how to engage their target audiences in an authentic, brand-centric way across platforms, as well as how to leverage the latest technologies to deliver exceptional experiences, both on and off-line.

Each module in the course is designed to deliver actionable strategies and insights and will be accompanied by hands-on exercises intended to put theory into practice and prepare attendees to immediately implement the lessons learned. You will return to your workplace armed with the knowledge and skills necessary to initiate and manage successful digital marketing campaigns across multiple channels, as well as communicate the results of those efforts in financial terms.

WHO SHOULD ATTEND

This course is designed for executives, mid-senior to senior-level marketers and entrepreneurs/founders who seek to gain a deeper understanding of both the digital landscape and how it impacts business strategy, marketing strategy and operations. The course will be particularly valuable to anyone from a "legacy" organization seeking to integrate digital channels/tactics into the marketing mix to more effectively communicate with target audiences online.

TUITION

(includes materials, continental breakfast, and lunch)

- \$3,800 for the 3-day seminar
- 20% discount to JHU and JHHS employees (\$3,040)
- JHU employees may use tuition remission for the seminar

LOCATION

Baltimore Harbor East Campus



FACULTY

David Warschawski

David Warschawski is the Founder & CEO of Warschawski. The company has been named "U.S. Small Agency of the Year" three years in a row and has won more than 200 industry awards for its work. For 10 consecutive years,

Warschawski has been ranked as one of the top 30 "Best U.S. Agencies To Work For" and one of the top 10 "Best U.S. Small Agencies To Work For." Recently, Warschawski was granted the prestigious Google Certified Agency Partner designation, and now has ten certified Google Certified Analysts on staff.

David is a published author whose works have appeared in numerous publications and who has been asked to provide expert commentary for media outlets ranging from CNBC to National Public Radio (NPR), from PBS to Germany's highly regarded Der Spiegel to New Zealand's biggest radio



Sam Ruchlewicz

Sam brings a diverse background spanning finance, business and marketing communications to impact change and digital transformation at all levels of an organization.

As Warschawski's Vice President of Digital Strategy & Data Analytics, Sam oversees client accounts and is responsible for both the strategic direction and execution of all integrated digital marketing & data analytics initiatives. He embraces the cross-pollination of ideas to create innovative, results-driven strategies that help clients uncover hidden opportunities, optimize their marketing spends and drive bottom-line revenue growth.

Sam is a sought-after speaker, published author, graduate-level instructor and frequent guest blogger on the topics of



station, Newstalk ZB. He serves as a visiting professor for the Johns Hopkins Carey School of Business, and he co-authored the book, "Building Customer Relationships Through Public Relations," published by Aspatore Books.

David has been named a "Most Admired CEO" by The Daily Record and has served as a judge for many of the top business and marketing communications awards. He also has been named to numerous "40 Under 40" lists including the Baltimore Business Journal, PR Week, and Baltimore Magazine. He is a sought after keynote speaker who has presented for organizations ranging from the National Sports Forum to the Conference Board to the American Marketing Association to the Consumer Goods Sales and Marketing Summit.

David, a dual U.S. and Swiss citizen, was born in Basel, Switzerland and speaks English, German and Swiss German. He is a Dean's List graduate of Franklin & Marshall College, where he received a Bachelor of Arts in English with a minor in Studio Arts.

Digital Marketing Strategy, Advanced Analytics & Data Modeling, SEO, SEM, Display/Video Advertising, Business Analytics & Content Marketing. He is a frequent contributor to some of the digital marketing industry's top publications, including Convince & Convert (forthcoming), Duct Tape Marketing, Measurement Insider, Marketing Insider.

Sam completed his undergraduate degree at Franklin & Marshall College and his MBA with a specialization in Finance at Drexel University's LeBow College of Business.

He currently serves on the Faculty of Betamore Academy in Baltimore, MD, an Adjunct Professor at Cabrini University and a visiting professor at The Johns Hopkins University. He has been invited to speak at some of the world's most prestigious conferences, including PRSA International, PRAXIS, HERO Conference, The Summit on the Future of Communications Measurement, The Conference Board and the Digital Analytics Association.

Sam is a certified Facebook Blueprint, Google AdWords, Google Analytics, Bing Ads & HubSpot Inbound Marketing professional.



Monday, October 22	Tuesday, October 23	Wednesday, October 24
8:30AM - 9:00AM REGISTRATION AND BREAKFAST	8:30AM - 9:00AM BREAKFAST	8:30AM - 9:00AM BREAKFAST
9:00AM - 12:00PM MORNING SESSION <i>(Including a Coffee Break)</i>	9:00AM - 12:00PM MORNING SESSION <i>(Including a Coffee Break)</i>	9:00AM - 12:00PM MORNING SESSION <i>(Including a Coffee Break)</i>
<ul style="list-style-type: none">• Introduction to the program• Overview of the Digital Marketing Landscape: <i>What Does It Look Like Today & What Does Tomorrow Hold?</i>• How Digital Tactics Are Changing Business Models	<ul style="list-style-type: none">• Developing a Digital Marketing Strategy• Content is King• Getting Found: The Fundamentals of SEO & SEM• Demand Generation & Prospective Advertising: Display & Video	<ul style="list-style-type: none">• Creating A Comprehensive Digital Marketing Strategy• Online/Offline Marketing: Successfully Integrating Digital Technology with Off-Line Experiences
12:00PM – 1:00PM LUNCH AND AFTERNOON PREPARATION	12:00PM – 1:00PM LUNCH AND AFTERNOON PREPARATION	12:00PM – 1:00PM LUNCH AND AFTERNOON PREPARATION
1:00PM – 4:00PM AFTERNOON SESSION <i>(Including a Coffee Break)</i>	1:00PM – 4:00PM AFTERNOON SESSION <i>(Including a Coffee Break)</i>	1:00PM – 4:00PM AFTERNOON SESSION <i>(Including a Coffee Break)</i>
<ul style="list-style-type: none">• Digital Marketing Frameworks• Digital Analytics: Meaningful Metrics & Making Sense of Web Analytics	<ul style="list-style-type: none">• Social Media Marketing & Communication• Integrating Content & e-Mail Marketing	<ul style="list-style-type: none">• When Things Go Wrong: Online Reputation Monitoring & Management• Wrap-Up & Farewell