

**Al Dente
Marketing**

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Digital Marketing Training

How To Beat Competitors & Increase Conversion 1-Day Workshop

Top marketers are growing their digital marketing efforts - are you? Tired of all the hype and need to jump-start your online presence? Struggling to figure out how digital marketing can work for you? Unlike traditional approaches, the complexities of navigating and succeeding can be overwhelming.

Let us show you the way. Contact us for more details at 407-409-8701.

WHAT YOU WILL LEARN

This 1-day training workshop delivers rich insights surrounding the digital conversion process. Participants will gain foundational knowledge, as well learn how to build a digital engine that converts leads into business. This workshop offers usable strategies, frameworks and best practices for digital success. Session is intimate, interactive and tailored to small groups.

BENEFITS

- ✓ Gain foundation knowledge required to grow your business digitally
- ✓ Learn how to build a robust digital marketing engine and process
- ✓ Monetize existing contacts with proven "follow up" email system
- ✓ Increase efficiency and reduce your current marketing costs
- ✓ Develop techniques to monitor and track your digital marketing success

PROGRAM

- ✓ Background & Fundamentals Behind Digital Marketing
- ✓ Foundational Overview of Conversion Process
- ✓ Technology Tour (key components and vendors for success)
- ✓ Metrics Development & Dashboards
- ✓ 7-steps to Building Email Conversion System

WHO SHOULD ATTEND

Business & marketing leaders new to digital marketing, yet responsible for improving customer interaction using digital marketing. Session is not geared for technology professionals, as subject matter is business oriented and non-technical.

ANDY MARTIN, PRESIDENT, AL DENTE MARKETING

Andy Martin is an international marketer with over 20 years of experience developing breakthrough new products, services and communications. Companies served include well known names such as Kraft Foods and Disney. Today Andy focuses his full attention on digital marketing and how to best exploit "new" media with the "tried and true". Andy is a West Point graduate and also holds a MBA from Northwestern University.

PRICE

\$2,500 per company for up to 4 participants
American Marketing Association & TiE Members save up to 10%