

The Online JB Media Institute provides up to date and actionable Internet marketing information based on the real world experience and knowledge of industry experts. Our program provides information and skills in an atmosphere of connection, collaboration, and innovation.

### PROGRAM CONTENT

**Social Media** - Understand the most popular social media tools and learn best practices to grow your online community, manage communications, and create conversions.

**Search Engine Optimization (SEO)** - Maximize results for organic, mobile, and local SEO. **Public Relations** - Get your story or brand shared while developing relationships with key influencers in relevant online communities.

**Online Advertising** - Explore popular advertising platforms and learn tips from the experts.

**Strategy, Tracking and Reporting** - Learn why statistics and reports are key to managing marketing for maximum effectiveness.

**Individual Project** - Students apply what they learn from the Institute to their organization through the creation of an integrated Internet marketing plan with the expert guidance of the JB Media Institute faculty.

### WHO ATTENDS THE JB MEDIA INSTITUTE?

**Marketing staff** at businesses and non-profits responsible for the creation or oversight of the online elements of their marketing plan

**Entrepreneurs** who require a strategy for a new or existing business  
**Individuals** who want to compete in today's job market

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### **Week 1 – Internet Marketing Introduction**

The JB Media Institute course curriculum begins with a deep dive into the basics of social media, SEO, online advertising and strategy. Our first guest instructor, Dr. Scott Rader provides a presentation on Social Media and Consumer Behavior this week.

- Social Media: 2 Presentations, 2 How-To Videos (90 minutes total)
- SEO: 1 Presentation, 1 How-To Video (37 minutes total)
- Online Advertising: 1 Presentation, 1 How-To Video (16 minutes total)
- Strategy/Project Management: 2 Presentations, 1 How-To Video (29 minutes total)

### **Week 2 – Internet Marketing**

Next we'll introduce the tools to implement your Internet marketing efforts via social media, SEO, online PR, online advertising and strategy/project management. Guest instructor Kimberly Daggarhart explores your company's online PR goals.

- Social Media: 1 Presentation, 6 How-To Videos (63 minutes total)
- SEO: 1 Presentation, 4 How-To Videos (54 minutes)
- Online Advertising: 1 Presentation, 4 How-To Videos (29 minutes total)
- Online PR: 1 Presentation, 2 How-To Videos (18 minutes total)
- Strategy/Project Management: 2 Presentations, 4 How-To Videos (98 minutes total)

### **Week 3 – Internet Marketing Continued**

Learn the in's and out's of more advanced methods of social media strategy, online PR strategy, writing for SEO and online advertising using Google Adwords. Our Adwords presentations and how-to videos are taught by guest instructor Damon Dickinson.

- Social Media: 1 Presentation, 6 How-To Videos (70 minutes total)
- SEO: 1 Presentation (17 minutes total)
- Online Advertising: 1 Presentation, 4 How-To Videos, 1 Supplemental Resource (109 minutes total)
- Online PR: 1 Presentation, 1 How-To Video, 4 Supplemental Resources (18 minutes total)

### Week 4 – Reporting

How will you know what Internet marketing tactics are working if you don't measure your efforts? This week you'll become familiar with reporting tools used for social media, SEO and online advertising. We'll also talk more about ways to earn money via your website and how to automate your marketing efforts.

- Social Media: 1 Presentation, 3 How-To Videos (64 minutes total)
- SEO: 2 Presentations, 4 How-To Videos (53 minutes total)
- Online Advertising: 4 How-To Videos (66 minutes)
- Strategy/Project Management: 3 Presentations, 1 Resource (32 minutes)

### Week 5 – Special Topics

By now, you'll be more comfortable with the foundation of Internet marketing, so it's time to dig into more advanced methods of digital marketing including multi-account management, display advertising, email marketing and current strategy best practices.

- Social Media: 2 Presentations (23 minutes)
- Online Advertising: 1 Presentation, 1 How-To Videos (26 minutes)
- Online PR: 1 Presentation (11 minutes)
- Strategy/Project Management: 3 Presentations, 1 How-To Video (37 minutes)

### Week 6 – Local SEO & Action Plan Uploads

Rounding out the course content is the hot topic of Local SEO taught by guest instructor Rich Owings. You'll gain understanding of the importance of making your business geographically searchable for Google. After this week, you'll have the tools you need to create your action plan for our Institute team to review.

- SEO: 1 Presentations, 2 How-To Videos (73 minutes)

### JB Media Institute Faculty

- Founder and Director of Strategy of JB Media Group - Justin Belleme
- Director of Training & Lead Instructor for the JB Media Institute - Sarah Benoit
- Director of Content Strategy for JB Media Group - Leah Quintal
- JB Media Institute Community Manager - Genna Harris
- Freelance PR Specialist and Former Director of PR and Advertising at JB Media Group - Kimberly Daggerhart
- Professor of Social Media Marketing & Entrepreneurship, Western Carolina University - Scott Rader, PhD
- Organizational Culture Expert, Author, Blogger - Glenn Geffcken
- Local SEO Specialist - Rich Owings
- Google Adwords Specialist - Damon Dickinson