

DIGITAL MARKETING COMMUNICATIONS ACCELERATED DIPLOMA PROGRAM

COURSE OUTLINE

Course Title:	USER ACQUISITION & ENGAGEMENT (UAE)
Term:	Fall 2017
Number of Sessions:	9 sessions (27 hours). Aug 29 th ; Sept 8 th (pm); Sept 12 th ; Sept 19 th ; Sept 26 th
Instructor:	Wahiba Chair, MBA
Contact:	Wahiba@MediaTouch.ca

Course Description

In this noisy digital landscape, it takes a lot more than just good content to acquire users and keep them engaged. In this intense course, you will understand the importance of content strategy in moving users along the customer journey from unknowns to advocates. Explore the different content types and tactics needed at each stage of the journey, and use a content calendar to facilitate planning. To help users easily discover your content, you will learn the different components of inbound marketing tactics ranging from e-mail marketing to organic and paid search and social media marketing. You will also be able to describe the role of social media marketing to build user engagement and customer relationships. In addition to your owned digital and social media channels, you will recognize the importance of working with targeted influencers to extend the reach of your brand to a trusted community.

Course Changes

Note that the course format curriculum, including topics covered and assignments may be subject to change in order to accommodate the level of expertise and needs of the learners, content covered in other UBC DMCADP courses, as well as the availability of expert guest speakers and workshops (e.g. Unbounce).

Course Materials

- Handouts and online course materials will be provided in class

Instructional Methods

- Lecture
- Case Studies
- Interactive discussions/activities
- Hands-on assignments
- Online conversations
- Expert guest speakers

Course Objectives

By the end of the course, students will be able to:

Theoretical/Concept-based:

- Define content strategy and its importance in the context of the customer journey
- Understand the content strategy framework including content types needed at every stage of the customer journey
- Understand the role of inbound marketing in user acquisition, and the different channels/tactics
- Develop an integrated social media marketing strategy around marketing and digital goals
- Determine the best social media channels to engage with based on audience preferences
- Understand the role of social in building customer engagement, retention and advocacy
- Identify the most relevant social media advertising channels and tactics to meet campaign objectives
- Evaluate the effectiveness of social advertising campaigns
- Define influencer marketing and how it relates to content and social media marketing strategy
- Identify different influencer marketing tactics based on digital and social media goals

Tangible and/or Portfolio Outcomes:

- Components of a content calendar
- A landing page
- A social media marketing strategy framework
- An influencer marketing campaign
- A social media advertising campaign

Session Outline

Sessions 1: Aug 29th 9-12 PM: Introductions and Content Strategy

- Introductions and review of course objectives
- Social media class engagement and policy
- User acquisition vs. engagement – what does it mean?
- Why do we need more content in a noisy world?
- What is content strategy?
- Guiding principles of a winning content strategy in the “Digital Age”
- The importance of voice and tone consistency across brand channels

Session 2: Aug 29th 1-4 PM Social Media Advertising

- Overview of social advertising landscape and platforms
- What social ad platform(s) should you consider (e.g. based on audience, goals, budget etc.)?
- Determine campaign objectives based on buyer journey (awareness, consideration, conversion)
- Types of social audiences (interest based, custom, re-targeting etc.)
- Examples of Facebook, Twitter, and Instagram ad campaigns / case studies

Assignment # 1 (Group): Content Strategy and Social Media Ad Campaign (due Sept 8th 9 AM)

Session 3: Sept 8th 1-4 PM: CTAs and Landing Pages

- Review last class / questions
- Importance of CTAs in digital campaigns
- What is a landing page, and why is it better than your homepage?

- Types of landing pages
- Key elements of a landing page
- Examples of landing pages

Assignment #2 (Individual): Create a Landing Page (due Sept 15th 9 AM)

Session 4: Sept 12th PM 9-12 PM: Social Media Strategy (Part 1)

- What is an integrated social media strategy?
- Setting goals for your social media strategy
- How to build voice and values around your brand on social
- How to determine the right social media channels for your brand

Session 5: Sept 12th 1-4 PM: Social Media Strategy (Part 2)

- How to craft and grow your online “ecosystem”
- The balance of a good social content strategy
- Listening and engagement tactics (to build acquisition and advocacy)
- Measuring your social media growth (always on vs. timely campaigns)
- When organic is not enough (pay to play)

Session 6: Sept 19 1-4 PM: Digital Influencer Marketing Strategy (Part 1)

- The rise of influencer marketing
- Why work with influencers?
- Types of influencers (blogger, YouTuber, Instagrammer, athlete etc.)
- Influencer outreach & evaluation framework

Session 7: Sept 19th: 1-4 PM: Digital Influencer Marketing Strategy (Part 2)

- How to work with influencers? (Partnership models & campaign types)
- Influencer campaign examples (e.g. sponsored content, contests etc.)
- How to measure an influencer campaign

Assignment #3 (Group): Influencer Strategy Pitch (due Sept 26th 9 AM)

Session 8: Sept 26 9-12 PM: Content Mapping, Promotion & Inbound Strategy

- Content purpose: non-gated; e.g. blog posts vs. gated; e.g. content offers
- Content formats: videos, white papers, infographics etc.
- How to map content to the buyer’s persona and journey (HubSpot methodology)
- Content editorial calendar (HubSpot)
- Content promotion & inbound strategy

Session 9: Sept 26th: 1-4 PM: Influencer Pitches & Wrap-up

- Influencer pitches (Student presentations)
- Pitch evaluations / discussion
- Review and or finish other topics (if/as needed)
- Course wrap-up

Requirement for Successful Completion

To successfully complete the course and receive a passing grade, the student must demonstrate a practical understanding of digital user acquisition and engagement strategies and tactics, as well as attend and actively participate in class, online, complete assignments, and achieve 60 points or more out of 100.

Assignment Criteria

Grade points will be assigned as follows (assignments are mandatory):

User Acquisition & Engagement		Due Date /Time
Participation	5 points	
Assignment 1: Content Strategy and Social Media Ad Campaign (Group Assignment)	25 points	Sept 8 th 9 AM
Assignment 2: Landing Page (Individual Assignment)	30points	Sept 15 th 9 AM
Assignment 3: Influencer Strategy Pitch (Group Assignment)	40 points	Sept 26 th 9 AM
	100 points	

Late Assignment Policy

All assignments must be presented in electronic format at specified due date/time. Late assignments will NOT be accepted, and a grade of 0 (zero) will apply to the assignment, unless there are extenuating circumstances and that the student has contacted and received approval in advance from the course Instructor.