TURN YOUR BUSINESS INTO AN INNOVATION HUB
DIGITAL MARKETING ACCELERATION BOOTCAMP

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WHY LEARN WITH ELEMENTAL ACADEMY?

BOOTCAMP OVERVIEW

BOOTCAMP DETAILS
“Embed cutting-edge technology and innovation skills combined with a creative growth mindset at every level of your business.”

Anna Rehermann | Head of Education
WHY LEARN WITH ELEMENTAL ACADEMY?

NOT JUST ANOTHER DESIGN THINKING WORKSHOP

To turn your employees into highly engaged innovators, they need to understand the entire innovation cycle:

- Ideation
- Prototyping
- Validation
- Go-to-market
- Scale

... and repeat.

At Elemental Academy, we are a team of experienced innovators, technologists, and entrepreneurs that have successfully completed 100+ innovation loops and counting.

Equipped with this vast experience, we are developing truly unique innovation training programs that combine proven best practices from existing methodologies with our own learnings and experiences.
WHY ELEMENTAL ACADEMY?
CUSTOMISABLE CURRICULUM
Our bite-sized training modules can easily be mixed and matched based on your business needs, learning objectives and the preferred program duration.

POST-TRAINING SUPPORT
Upon course completion, learners get access to the Elemental Academy app, filled with additional learning resources. (launching mid 2020)

HOLISTIC APPROACH TO TRANSFORMATION
Arm your employees with a tailored mix of innovation, technology and marketing skills to kickstart or progress your company’s digital evolution.

HANDS-ON & OUTCOME FOCUSED
All our programs are skills-based, outcome-focused, hands-on and apply instructional design methodologies to enhance your team’s learning and retention.

EXTENSIVE INTERNATIONAL EXPERIENCE
With offices in Singapore and London, we offer our programs across Southeast Asia and Europe. Our trainers have upskilled 3,000+ professionals across 10+ countries.

INDUSTRY VALIDATED COURSE CONTENT
As active practitioners, our content creators and instructors are the first to learn about new methodologies, technologies and techniques and continuously refresh the training material to ensure ongoing relevancy.

WHY LEARN WITH US
TRAINING FUTURE INNOVATORS
Our team has trained aspiring innovators from some of the region’s most progressive brands and startups to drive innovation, technology and business growth.

A FOCUS ON SMART EDUCATION
We also organise and run large scale educational programs for government agencies across Southeast Asia and conduct lectures at some of APAC’s leading universities.
“Unleash unlimited growth opportunities through the creative and intelligent application of digital technology and innovation.”

Roman Braendli | Head of Innovation

ELEMENTAL ACADEMY
BOOTCAMP OVERVIEW
Our intensive 3-day hands-on Digital Marketing Acceleration Bootcamp provides teams with a holistic overview of available digital channels and the interdependencies between them.

We will also explore technologies that enable learners to gather cross-channel insights about customers, automate processes and accelerate business growth.

Based on this foundation, participants will be able to collaborate effectively with other departments to develop an integrated, omnichannel growth strategy, measure results and make data informed decisions.
Within SMEs and MNCs wanting to unlock more potential by leveraging digital channels and bringing traditionally siloed marketing activities together to accelerate business growth.

**TRADITIONAL MARKETERS**

Outsourcing marketing activities to agencies in order to better understand their processes, evaluate their performances and set realistic targets.

**IN-HOUSE DEPARTMENTS**

With SMEs and MNCs looking for a better understanding of their own roles fit into the overall marketing mix.

**SPECIALIST CHANNEL MARKETERS**

**WHO SHOULD ATTEND**
Upon completion of the program, course participants will be able to:

• Create a digital marketing plan, set KPIs and measure performance
• Evaluate available digital channels based on specific business needs
• Understand interdependencies between digital channels and how to leverage them
• Appreciate the need to closely collaborate and share data and insights with stakeholders from other departments to unleash the full potential of growth efforts
• Leverage technology to gain in-depth insights about customers, optimise campaign performance, automate processes and accelerate growth
• Apply a growth mindset and develop interdepartmental collaboration and experimentation processes
Participants receive an online skill assessment and self evaluation survey to gauge their current skill and confidence level.

The bootcamp lasts 3 days and combines group and individual exercises to apply learnings to real-life business needs.

Participants complete another skill-assessment and online self-evaluation survey to measure training effectiveness.
BOOTCAMP OVERVIEW

POST-BOOTCAMP SPECIAL

To ensure ongoing learning and a feedback loop, all participants will also receive exclusive access to the Elemental Academy app.

They will be able to access additional micro-courses and a carefully curated and frequently updated selection of industry updates and tools.

(coming soon)
We believe in creating highly effective learning experiences through fully engaged participants working towards meaningful outcomes.

To that end, the Digital Marketing Acceleration Bootcamp design is underpinned by the following principles:

- Experiential Learning
- Active Learning
- Peer Learning
- Expert-Driven Learning
- Ongoing Learning
## Bootcamp Overview

### Bootcamp Content Outline

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<thead>
<tr>
<th>Day 1</th>
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| - Digital marketing planning: Strategy and technology stack  
- Customer journey and success metrics  
- Overview of digital channels:  
  - Search Engine Optimisation  
  - Content Marketing  
  - Social Media Marketing | - Overview of digital channels  
  - Influencer Marketing  
  - Paid Advertising  
  - Email Marketing  
- Customer life cycle marketing  
- Marketing automation strategies | - Data analytics tools and cross-channel and device tracking  
- Experimentation and the growth mindset  
- Conversion rate optimisation |
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BOOTCAMP CONTENT OUTLINE

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<td><strong>UNDERSTANDING THE CUSTOMER JOURNEY AND ESTABLISHING SUCCESS METRICS</strong></td>
<td><strong>HARNESSING THE POWER OF SEARCH ENGINE OPTIMISATION (SEO)</strong></td>
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<tr>
<td>● Digital Strategy Fundamentals</td>
<td>● Customer Persona Development</td>
<td>● Keyword Research and SEO Content Plan</td>
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<tr>
<td>● Setting Strategy Objectives and KPIs</td>
<td>● Digital Marketing Channel and Touchpoint Mapping</td>
<td>● Measuring SEO Performance</td>
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<td>● Evaluate, set up and integrate your marketing tool stack</td>
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<td>● Aligning SEO and Business Objectives</td>
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<td>• Email Marketing Fundamentals</td>
<td>• Planning and Preparing Life Cycle Marketing Strategies</td>
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<td>• Developing a Digital Advertising Plan</td>
<td>• Testing and Optimising Email Campaigns</td>
<td>• Mapping Content and Channels to a Customer’s Life Cycle</td>
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<td>• Digital Advertising Analytics</td>
<td>• Holistic Strategy Development</td>
<td>• Plan, Execute and Measure Customer Life Cycle Campaigns</td>
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<td>EXPERIMENTATION AND THE GROWTH MINDSET</td>
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<td>• Measurement frameworks</td>
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<td>• Marketing automation best practices</td>
<td>• Digital measurement design</td>
<td>• How to plan, execute and analyse growth spurts</td>
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<td>• Marketing automation system components and features</td>
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<td>• Overview of common marketing automation tools</td>
<td>• Evaluation of performance across channels and devices</td>
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| MODULE 13

CONVERSION RATE OPTIMISATION

- Foundations of conversion rate optimisation
- Consumer psychology
- Website and landing page optimisation
“Turn every employee into a digitally and technologically savvy innovator.”

Gaven Henry | Head of Technology

ELEMENTAL ACADEMY
**BOOTCAMP DETAILS**

**AT A GLANCE**

**COURSE DURATION**
3 DAYS
9pm - 5pm

**PREREQUISITES**
Available for Beginner & Intermediate Levels
Understanding of digital marketing fundamentals required

**COURSE FEES**
Fees will be shared after an initial needs assessment.
ANNA REHERMANN
Anna is an experienced trainer and serial entrepreneur with 10+ years hands-on experience in digital marketing, growth hacking and innovation for companies of all sizes and various industries across APAC and Europe.

ROMAN BRAENDLI
Roman is a Digital Strategist with a passion for developing digital businesses and delivering transformational initiatives. He strives to help teams and organisations venture out of their comfort zones in order to solve real customer pain points.

GAven HENRY
Gaven is an experienced and passionate technology leader with a strong background spanning IT infrastructure, operations and software development with an entrepreneurial flare.

LEAD TRAINERS
Thank you! We look forward to working with you. For any further information about any of the services outlined in this document please don’t hesitate to get in touch.

W: www.elementalacademy.com  E: anna.rehermann@elementalconcept.com
UK Office: 24-26 Baltic Street East, London EC1Y 0UR  |  Asia Office: 138 Cecil Street #08-01A, Singapore 069538