

# 2024 MENTORSHIP

## *one-on-one support*



## ABOUT THE PROGRAM

- One-on-one marketing support customized to your business needs
- Each module is 4 weeks in length, with a 1 hour meeting each week.
- Additional work may need to be completed, outside of each meeting
- Modules are designed to provide resources and show participants how to use tools available. It is up to the business to use this new knowledge.

## OPTIONAL PROGRAMS

### Option A: Website Development

- Plan website content
- Organize website navigation
- Optimize your website for search results
- Build in keywords
- Review web analytics
- Set conversions

### Option D: Digital Marketing

- Discuss types of digital marketing
  - search ads
  - social ads
  - display ads
- Create a digital marketing campaign
- Determine a budget
- Target the right audience
- Set up tools to measure results

## MARKETING FOUNDATIONS

Before choosing tactics and buying ad space it is important to clearly identify the marketing foundation of your business. We will:

- Review the 4 P's of your business
- Define your business's brand
- Document your short & long-term strategy
- Establish marketing goals and objectives for the next year

### Option B: Campaign Planning

- Identify your target audience
- Create buyer personas
- Document marketing goals
- Choose the right tactics & layer them
- Build a marketing campaign calendar

### Options E: Development / Fundraising

- Formulate ways to build relationships
- Strategize a giving plan
- Determine a marketing plan
- Explore ways to fundraise online
- Conceptualize fundraising events
- Identify strategic partnerships

## REGISTRATION

Marketing Foundations is FREE  
Each Optional Program is \$50 + GST  
For Travel Drumheller Partners only



**Scan to complete the registration form**

For more info, email Heather at [development@traveldrumheller.com](mailto:development@traveldrumheller.com) or call 403-821-1596

### Option C: Social Media & Content

- Review Social Media channels
- How to choose the right channels
- Content creation tools
- Posting content to maximize value
- Scheduling posts
- Measuring success

### Option F: Segmenting & Email Marketing

- Learn the importance of segmenting
- Examine relevant segments
- Establish an email marketing plan
- Explore potential email tools
- Practice content creation
- Review the Canadian Anti-Spam Legislation