

# 30 DAYS TO AN INBOUND MARKETING PROGRAM THAT FILLS YOUR ADMISSIONS FUNNEL

A DISTANCE LEARNING COURSE

## SYLLABUS

This distance learning course includes a blend of synchronous and asynchronous work as well as one-on-one coaching. Each Tuesday during the course there will be one live session, lasting approximately 90 minutes. Please block these times off in your schedule and join the virtual classroom via your computer. We ask that everyone participate with their camera turned on so that we can see one another and interact with more naturally.

Each week there will also be asynchronous work (in green italics) including pre-recorded lessons and items for your to create for your inbound marketing program. In addition, your instructors will be available for office hours to answer your individual questions and guide you through your content creation assignments.

### WEEK 1 - OCTOBER 26 - 30, 2020

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#### PRE-RECORDED LESSON:

- Module 2: Optimize Your Website for Inbound

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#### LIVE SESSION: TUESDAY, OCT. 27, 1:00 PM ET/10:00 AM PT (APPROX. 90 MINS)

- Group introductions
- Module 1: Introduction to Inbound marketing

#### ASYNCHRONOUS WORK

- A. *COMPLETE MODULE 1 ASSIGNMENT*
- B. *WATCH MODULE 2 RECORDING: OPTIMIZE YOUR WEBSITE FOR INBOUND*
- C. *COMPLETE MODULE 2 ASSIGNMENT*

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OFFICE HOURS: WEDNESDAY, OCTOBER 28 & THURSDAY, OCTOBER 29, 1:00 – 2:30 PM ET

[Sign up for a time slot here](#) OR [email us](#) FOR AN ALTERNATE TIME.

## WEEK 2 – NOVEMBER 2 – 6, 2020

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### PRE-RECORDED LESSONS:

- Module 3: Lead Magnets: What Are They & How Do I Use Them?
- Module 4: How to Develop Great Content (Even in a Small Shop)

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### LIVE SESSION: TUESDAY, NOV. 3, 1:00 PM ET/10:00 AM PT (APPROX. 90 MINS)

- Q&A on Week 2 Content
- Sharing Your Week 1 Work

#### ASYNCHRONOUS WORK

- D. WATCH MODULE 3 RECORDING: LEAD MAGNETS: WHAT ARE THEY & HOW DO I USE THEM?
- E. COMPLETE MODULE 3 ASSIGNMENT
- F. WATCH MODULE 4 RECORDING: HOW TO DEVELOP GREAT CONTENT (EVEN IN A SMALL SHOP)
- G. COMPLETE MODULE 4 ASSIGNMENT

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### OFFICE HOURS: WEDNESDAY, NOV. 4 AND THURSDAY, NOV. 5, 1:00 – 2:30 PM ET

[Sign up for a time slot here](#) OR [email us](#) FOR AN ALTERNATE TIME.

## WEEK 3 – NOVEMBER 9 - 13, 2020

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### PRE-RECORDED LESSONS:

- Module 5: Using Email Automation to Move Families Through the Funnel
- Module 6: Implementing a Social Media Strategy that Converts

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### LIVE SESSION: TUESDAY, NOV. 10, 1:00 PM ET/10:00 PM PT (APPROX. 90 MINS)

- Q&A on Week 3 Content
- Sharing Your Week 2 Work

#### ASYNCHRONOUS WORK

- H. WATCH MODULE 5 RECORDING: USING EMAIL AUTOMATION TO MOVE FAMILIES THROUGH THE FUNNEL
- I. COMPLETE MODULE 5 ASSIGNMENT
- J. WATCH MODULE 6 RECORDING: IMPLEMENTING A SOCIAL MEDIA STRATEGY THAT CONVERTS
- K. COMPLETE MODULE 6 ASSIGNMENT

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### OFFICE HOURS: WEDNESDAY, NOV. 11 AND THURSDAY, NOV. 12, 1:00 – 2:30 PM ET

[Sign up for a time slot here](#) OR [email us](#) FOR AN ALTERNATE TIME.

## WEEK 4 – NOVEMBER 16 - 20, 2020

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### PRE-RECORDED LESSONS:

- Module 7: Inbound Marketing Management Tips & Tools
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LIVE SESSION: TUESDAY, NOV. 17, 1:00 PM ET/10:00 AM PT (APPROX. 90 MINS)

- Q&A on Week 4 Content
  - Sharing Your Week 3 Work
  - Wrap-Up and Next Steps
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OFFICE HOURS: WEDNESDAY, NOV. 18 AND THURSDAY, NOV. 19, 1:00 – 2:30 PM ET

[Sign up for a time slot here](#) OR [email us](#) FOR AN ALTERNATE TIME.