

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 in October 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 5 - 9, 2020

PRE-RECORDED LESSON:

- Module 2: Optimize Your Website for Inbound

LIVE SESSION: TUESDAY, OCT. 6, 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*

OFFICE HOURS: WEDNESDAY, OCTOBER 7 & THURSDAY, 8, 1:00 – 2:30 PM ET

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

WEEK 2 – OCTOBER 12 - 16, 2020

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)

LIVE SESSION: TUESDAY, OCT. 13, 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*

OFFICE HOURS: WEDNESDAY, OCT. 14 AND THURSDAY, OCT. 15, 1:00 – 2:30 PM ET

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

WEEK 3 – OCTOBER 19 - 23, 2020

PRE-RECORDED LESSONS:

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

LIVE SESSION: TUESDAY, OCT. 20, 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*

OFFICE HOURS: WEDNESDAY, OCT. 21 AND THURSDAY, OCT. 22, 1:00 – 2:30 PM ET

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

WEEK 4 – OCTOBER 26 - 30, 2020

PRE-RECORDED LESSONS:

- Module 7: Inbound Marketing Management Tips & Tools
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LIVE SESSION: TUESDAY, OCT. 27, 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, OCT. 28 AND THURSDAY, OCT. 29, 1:00 – 2:30 PM ET

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