

# Creating Your Digital Marketing Strategy: A Hands-On Workshop

**Date: December 5th, 2016**

**Time: 9.30 am - 1.00 pm**

**Location: Loews Miami Beach Hotel  
Room Cowrie, level 3**



**ICEF**

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INTERNATIONAL EDUCATION ADVANTAGE, LLC

## Daunted by digital strategy?

Developing and implementing a digital marketing strategy for your institution can be a confusing and overwhelming endeavor. We all know simply having a website and being active on social media isn't enough. Even if you currently have a strategy in place, are you confident it's effective?

ICEF and Intead are here to eliminate the guess work and ensure you leave the conference with a customized digital marketing plan you can begin implementing as soon as you arrive back on your campus. A plan is nothing without the ability to measure its success though, so we will also focus on how to use and interpret the data available so you can adjust course as needed.

## This is a unique workshop in that it is NOT one-size fits all.

You will be able to customize a plan based on your specific resources and pain points. Customization begins before you even land in Miami. All participants will receive a survey prior to the conference so we can tailor the workshop content to meet your needs.

The workshop will focus on three key areas and their associated metrics:

- **Digital Marketing Assessment:** What are your strengths, weaknesses and opportunities? We will walk you through a self-assessment worksheet to clearly define where you should devote your energies and resources.

- **Components of a Digital Marketing Strategy:** We will focus on market research, content development, platform selection, internal alignment, and the outcomes associated with each step. Review of the various metrics associated with these areas will also be discussed. Attendees will receive a CRM comparison chart to further guide their strategic planning.

- **Content Marketing Campaigns:** Learn how to properly leverage social media, mobile marketing platforms and email marketing campaigns.

Attendees will leave with clear direction and the ability to implement an effective digital marketing strategy that supports their institution. Concise and easy to use workshop handouts will help you take your next steps when you get back to campus.

Space is limited, so register early [HERE](#).



## Presenters:

### Laurie Robinson

*Director of Marketing & Communications,  
ICEF, Germany*

Laurie is a marketing and communications professional with 18 years of experience working in the post-secondary sector. Her specialties include everything digital from conducting digital marketing assessments, creating digital marketing strategies and leading teams of designers, writers, social media gurus, administrators and developers in the implementation of these strategies. Laurie has taught best practices in web user experience, accessibility and intercultural and international communication.



### Ben Waxman

*CEO, Intead, LLC, USA*

Ben Waxman is CEO of International Education Advantage, LLC. He has 25+ years of experience helping academic institutions improve their brand awareness, domestically and internationally, using traditional and digital marketing. Ben has guided a number of institutions through the process of selecting and implementing CRM and marketing automation platforms to ensure efficient lead management and improve conversion rates. Ben's experience spans global marketing, recruitment strategy, and system development for schools and universities.



### Kellie Faulkner

*Director Client Service, Intead, LLC, USA*

Kellie Faulkner is the Director of Client Service for Intead, where her expertise in digital marketing has helped guide several clients successfully through the selection and implementation process of a CRM as well as a marketing automation platform. Kellie has over 12 years of experience focused on marketing, recruitment strategy, and system development for schools and universities – including previous admission positions with Full Sail University and Berklee College of Music, to name a few.



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