

BOOT★CAMP
DIGITAL



**1:1 Training and
Consulting with
Experienced Experts**

Get Better Results Faster with Individual Support

Today's digital world is fraught with noise. It's difficult to make sure you **really** understand digital marketing and can **implement what works.**

Accelerate your success with proven strategies and advanced tools, tips, and tricks. Boot Camp Digital's coaching and consulting programs give you **experienced, expert advice.**



Our Consulting Programs

How Our Consulting Helps:

Don't waste time and make mistakes struggling when you could be guided by an expert. Accelerate your success with proven strategies and tactics.

- Analysis and recommendations based on your strengths and opportunities
- Improve your results with proven strategies and tactics – we know what works
- Get answers quickly and keep yourself on-track and accountable with regular check-ins



Note: We accept a very limited number of consulting clients (due to time and demand) and may have a waiting list. Contact us now for availability or to join the waiting list. info@bootcampdigital.com 513-223-3878



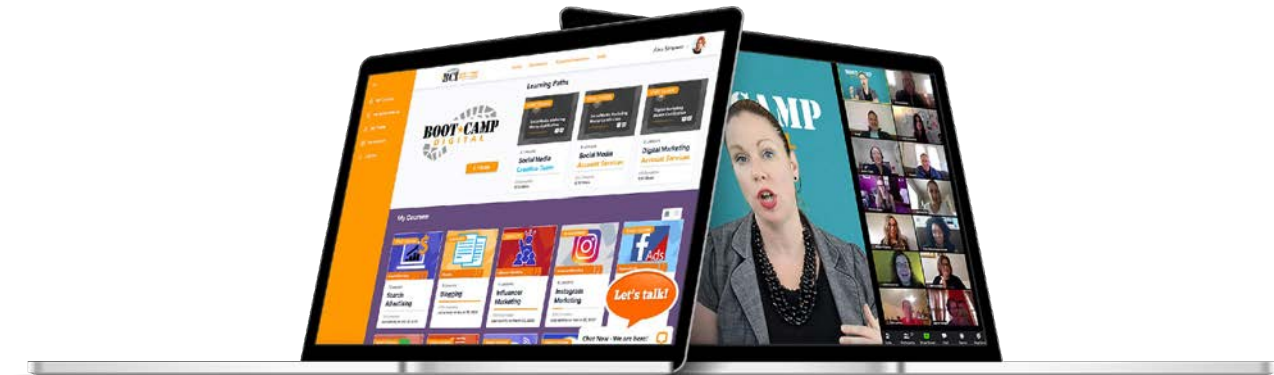
About
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About Boot Camp Digital

We Grow Your Capability.

We provide digital marketing training, tools, and certifications. Quickly grow your skills and capabilities with a proven global leader.

- **20+ years** of global top-rated training and consulting
- **5-Star Reviews** and consistent above-average feedback
- **Industry-accredited certifications** with global partners
- **Thought leaders** and pioneers:
 - Consultants have 20+ years of digital experience
 - Created the first accredited social media and digital marketing certification programs
 - Contribute to international news sites and top digital marketing publications
 - Authored six books on digital marketing
- Trained **hundreds of thousands** of business professionals
- Built **hundreds** of successful strategic plans



Coaching & Consulting Capabilities

We empower you to get the results you deserve. Achieve those results faster by working directly with an expert.



1:1 Training & Coaching

Get implementation support directly from an expert. Stop making mistakes or get unstuck, as an expert guides you to success.



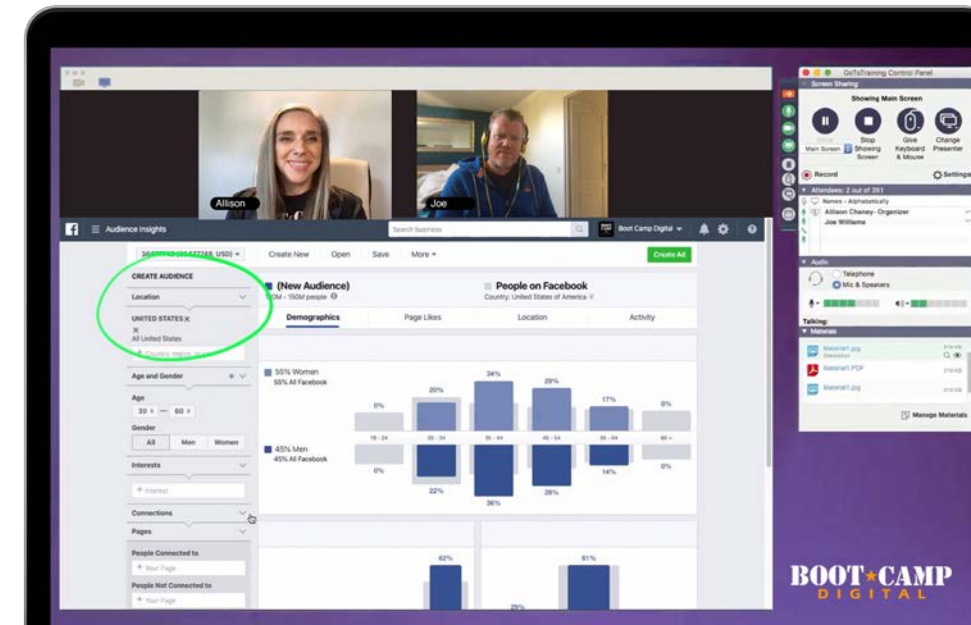
Channel Audits

Get a review of your digital marketing channel. Discover what you are doing well and where your opportunities are to improve.



Digital Audit & Action Plan

If you are serious about digital, we'll build you a custom strategy. We'll audit your current marketing, evaluate your competitors, and provide you with a strategy and detailed recommendations to execute with excellence. Plus, get implementation support to stay on track.



Strong Track Record

Featured In:

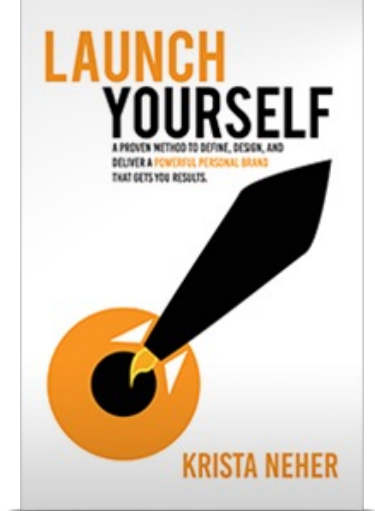
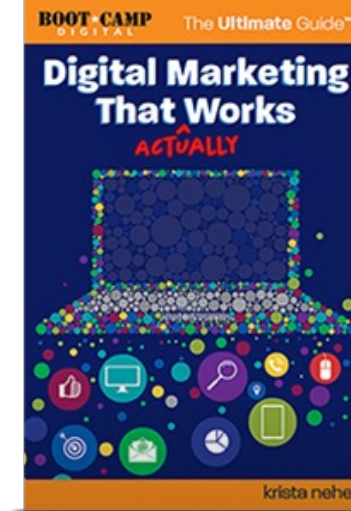
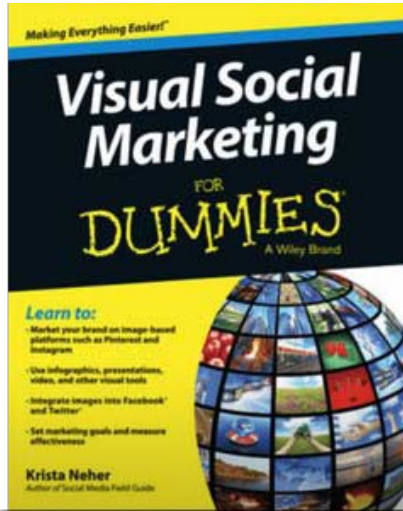


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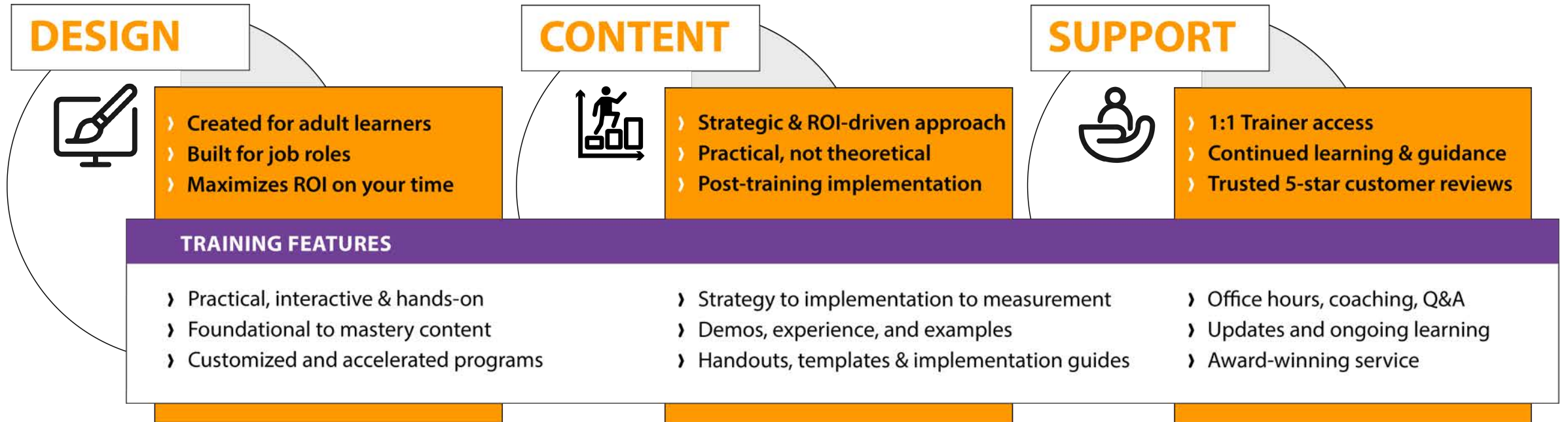


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We wrote the book on it (literally)



What Makes Us Different



 **ROI Driven Training**



Our 1:1 Training and Consulting Packages

What we Offer Overview



1:1 Training & Coaching

Work directly with an expert 1:1 on your specific challenges or for expert advice. Meet weekly, bi-weekly, or monthly to stay on track and achieve your goals.

- **One session** for those with specific questions looking for advice to get unstuck.
- **Five sessions** for those wanting to grow their success in digital marketing with expert support along the way.
- **Ten sessions** for those committed to their success in driving results and having an expert show them exactly how to do things to get better results faster.



Consulting Packages

We'll dive in, assess your business, and give you an audit and action plan to improve your results. Get specific, actionable recommendations on your execution.

- **Express Audit** - Get quick feedback on your execution and tips for improving a single digital marketing channel.
- **Single Channel Audit + Action Plan** - Get an in-depth analysis and action plan with examples for a single channel.
- **Full Digital Strategy Audit + Action Plan** – Get a clear and comprehensive digital strategy and action plan for your business.

Note: For best results, combine a consulting package with 1:1 training to implement successfully, drive accountability, and get your questions answered as you go.

1:1 Support to Achieve Your Goals



Each session includes:

- 1-hour video screen-share session with an expert in digital marketing
- Recording of the session
- Ask anything – no question is too general or specific
- A plan to use your sessions strategically to achieve your goals *(for multi-sessions)*

Single Session \$797

- Single session to get “unstuck” and have all your questions answered.

5 Sessions \$2997

- Get a plan to get better results faster working with an expert over time
- Follow-up notes and action items after each meeting
- BONUS: 2 “emergency” emails/15-minute calls with 24-hour (business hours) response time

10 Sessions \$4997 BEST VALUE

- Get a plan to get better results faster working with an expert over time
- Follow-up notes and action items after each meeting
- BONUS: 3 “emergency” emails/15-minute calls with 24 hours (business hours) response time

NOTE: We recommend scheduling multiple sessions 1 or 2 weeks apart to maximize impact and results. All sessions must be used within a year.

Express Audit

\$1997



Get Expert Advice to Get Unstuck, Get Answers, and Grow Your Results

Are you getting the right results? Are you doing as well as you could? Are you struggling to optimize and maximize? Are you confident that what you are doing works? Do you have questions?

The ***express audit*** gives you one hour with an expert to review any digital marketing channel and give you feedback and advice. Ask any questions to grow your results.

WHAT YOU GET:

- Express audit of any single digital marketing channel (Facebook, Search, Instagram, Website, Email, Instagram, etc.)
- 1-Hour online video consultation (with screen-share) with an expert
- Recording of the session
- An assessment of what works and how to improve results
- Ask questions and get unstuck

You'll complete a discovery form to share your specific questions and challenges to help us prepare for the call. An expert will answer your questions, review your execution, and provide individualized advice and action items. In a 1-hour video call, you can ask all your questions, get advice, and get an expert opinion of how you are doing.

NOTE: The express audit doesn't review your analytics, competitors, or strategy. We'll focus on your questions, execution, and tips to improve.

Single Channel Audit & Action Plan

\$3997



Get a Clear Plan to Grow Your Results Faster

Are you ready to improve your results? Do you want a clear plan to get better results faster?

The *single-channel audit and action plan* gives you a complete expert review of your strategy, execution, and measurement. We'll dive deep into your analytics, compare vs. competitors, and give you actionable advice to better meet your marketing objectives.

WHAT YOU GET:

- Full audit and action plan of any single digital marketing channel (Facebook, Facebook Ads, Search, Instagram, Website, Email, Instagram, etc.). We'll give you a 10+ page report outlining our audit, analysis, and action plan.
 - Define strategy, target audience, and business goals
 - Review of results and analytics
 - Comparison vs. competitors and industry best practices
 - Analysis of current performance
 - Strategy and process recommendations
 - Clear recommendations and detailed action plan to improve (with examples)
- Discovery call to align on objectives
- 1-Hour online video consultation (with screen-share) with an expert
- Recording of the session
- Ask questions and get unstuck

Full Digital Strategy, Audit & Action Plan

Starting at \$19,997



Get a Clear Plan to Grow Your Results Faster

Do you have a clear digital marketing plan? Are you investing in the right things? Do you have data-based priorities? Are you measuring what matters? Do you know what works?

The ***complete digital strategy, audit, and action plan*** gives you a complete digital marketing strategy. We'll get to know your business and goals and build a plan that works with your resources. Get an expert strategy and execution plan for your business.

WHAT YOU GET:

- Complete strategy, audit, and action plan for your business. We'll give you a 25+ page report outlining our audit, analysis, and action plan.
 - Define strategy, target audience, and business goals
 - Review of results and analytics
 - Comparison vs. competitors or industry benchmarks
 - Analysis of current performance
 - Strategic assessment and recommendations
 - Clear recommendations and detailed action plan to improve (with examples) for each channel
- Discovery call to align on objectives
- Three presentations of the plan: 1) Audit and Analysis 2) Strategy & Initial Recommendations 3) Implementation Plan & Details
- Recording of all sessions

Note: This may be combined with 1:1 training for implementation support or a customized workshop for your team to get your execution off to a strong start.

Full Digital Strategy Audit & Action Plan

Deliverables P1



The Audit and Action Plan provides detailed documentation on current strengths and opportunities, a competitive assessment, detailed recommendations, and an implementation plan. The action plan is delivered via a small group work session that allows the team to ask questions, start the setup, and begin executing the plan.

Comprehensive Audit and Strategic Alignment

The audit covers aligning on the business strategy and evaluating the business results to date, as well as a competitive (or industry) assessment.

- **Goals and objectives** – Clear definition of the organizational goals and objectives and the communications objectives for the organization.
- **Target audience** – Clear definition of the target audience(s).
- **Audit of current execution** – Audit the current execution, including:
 - Strategy
 - Setup
 - Execution
 - Content plan
 - Results to date
- **Competitive assessment**
 - Results vs. competition
 - Examples of best-in-class executions
 - Examples of content that gets results

NOTE: To optimize results, access to accounts and analytics is required.

Full Digital Strategy Audit & Action Plan

Deliverables P2



The Audit and Action Plan provides detailed documentation on current strengths and opportunities, a competitive assessment, detailed recommendations, and an implementation plan. The action plan is delivered via a small group work session that allows the team to ask questions, start the setup, and begin executing the plan.

Action Plan

The action plan focuses on detailed implementation recommendations for each channel. The full scope of the action plan will be determined based on the discovery with the client and the audit phase.

You'll get a detailed plan based on your specific business goals and resources.

- Strategy per channel
- Examples and industry best practices per channel
- Channel setup recommendations
- Building audience/reach for each channel
- Creating content that resonates
 - Content strategy
 - Content optimization
- Optimizing results over time
- Setting KPIs and a measurement plan
- Creating a dashboard to judge success

Deliverables

Boot Camp Digital will create a detailed 25+ page strategy document outlining recommendations and rationale. In addition, we'll provide three meetings (with recordings) to share key recommendations, align, and answer questions.

Full Audit & Action Plan Process



To support the delivery of the Audit and Action plan, Boot Camp Digital will work collaboratively with the client to understand the goals and objectives and the resources/constraints that exist to execute. The final delivery is a plan to grow results, and Boot Camp Digital will partner with the client to create a comprehensive plan.

Process

- Contract Initiation
- Discovery Meeting
 - Boot Camp Digital requests key information from the client
 - Key opportunities and strategies are discussed
 - Any constraints (resources, internal barriers are shared)
 - The team shares key areas that should be included in the Audit and Action Plan
 - The team aligns on milestones for the project and deliverables
- Audit & Action Plan
 - Conduct the audit (with input from client on competitors, etc.) and review analytics to assess current performance and results. This includes review of competitors and industry.
 - Present audit/analysis to client
 - Build high-level strategy and priorities based on resources
 - Present strategy to client
 - Create detailed action plans and recommendations per channel
 - Present action plan to client
 - ***Delivery to the client:*** A detailed document (including screenshots and examples) to the client. This is typically a 25+ page document.



Testimonials

Testimonials

"I found the social media presentation to be the most useful and relevant information I have ever attended. 10 out of 10!"

Darlyne Koretos,
Executive Services Corps



"Boot Camp Digital is an excellent way to not only learn about social media and internet marketing, but feel comfortable talking about it with anyone after. Krista provides useful information in easy to understand presentations!"

Mike Brown



"I took 30 pages of notes and that's not something I've ever done at a seminar before. I've been using what I learned to expand the social media footprint of my business in ways I hadn't considered before the seminar. Thanks for putting together a clear and easy to understand approach to social media. I would strongly recommend this program to anyone that is interested."

Clay Caldwell



"Boot Camp Digital's training allows us to stay current – even ahead of the game – when it comes to internet marketing and social media tools and strategies. Excellent customized training that fit our needs."

Annie McManis



10 Years of Rave Reviews

Our Boot Camp is consistently highly-rated by attendees because we provide an intimate, practical, and impactful program.



Jackie Wiegert Klotz reviewed Boot Camp Digital — 5★

February 26, 2016 · 🌐

Hands down, one of the best classes/training sessions I have taken! The 4 day digital boot camp is truly one of a kind in the content provided. I highly recommend this class to anyone who is looking to grow and promote their business online!



Maria A. Gagliardi reviewed Boot Camp Digital — 5★

July 8, 2017 · 🌐

Just finished the 4 Day Boot Camp in San Francisco and just loved it. It was informative and interactive. I'll be encouraging other team members to attend for sure. Allison and Kole are great!



Erin Vieira reviewed Boot Camp Digital — 5★

May 4, 2016 · 🌐

This was an extremely beneficial training! I took the full 4 day course and I highly recommend all 4 days...It's amazing what you'll learn and take with you!



Rakesh Guduru

1 review

★★★★★ 3 weeks ago

Great course! love the team and the energy.



Christina Onolaja reviewed Boot Camp Digital — 5★

April 30, 2016 · 🌐

Krista really knows her stuff! This was the best training I've been to in a long time. The material was well presented and relevant. I look forward to putting the things I learned into practice!



Jennifer Rose



10/26/2018

I was skeptical about taking the Boot Camp because I grew up with social media, but WOW, I was amazed by what I learned. There were so many strategies that I hadn't thought of and lots of tricks that I didn't know about. I now have a much stronger plan in place and the confidence to deliver it. This was great value for my money and I have already made some small changes that are getting results.



Claudia Herrera

1 review

★★★★★ 3 weeks ago

Thank you, Allison and Melissa! Extraordinary Digital Marketing Bootcamp :)

Results-Driven Content

We also give you a community to keep your skills fresh after the program.



Rakesh Guduru is 🤪 feeling crazy.

15 hrs · Add Topics

Allison Chaney, thanks for the amazing insights on the web optimization. Hopefully, I applied all the tips and tricks you thought us here. Had a great fun learning! 🤪 You are the first person to preview this... 🤪 Please let me know your thoughts. 🤪🤪🤪 <http://bit.ly/2QyT9jj>

A big shout out to Digital Marketing Insiders for giving us such an amazing mentor.

#AmazingMentors #bootcampdigital #DigitalMarketing #LifeHacks
#digitalguru #greatcourse



Natalie Gardner

3 reviews

★★★★★ a month ago

Fantastic program! This team keeps the classes fairly small to give attention to all (which I love), they ask/listen to what the class is most interested in learning and customizes the days of accordingly. Not only do they teach the most up to date info on digital marketing and social media but they also give students time to implement and ask questions before heading back to the grind. Thank you Boot Camp Digital! Highly recommend!



Anne Cahill

November 10 at 7:12 PM · Add Topics

Big thanks again to Allison Chaney and Melissa Byers at Boot Camp Digital for a great training in Miami! Super positive experience and I am already working on my checklists 🤪 Question: Any downside on deleting a personal page on FB? We spend more time on our Fan Page, and I will keep mine, but I want to delete Joe's but not sure if Facebook penalizes you. Any advice would be terrific. Thks 🤪



pheonhawkjones • Following
Miami Beach, Florida

pheonhawkjones Graduation Day!

I am now certified in social media marketing!
#education #marketing #miami
#bootcampdigital #newlevel #success
#motivation #fun #banklife #epic
joda.gam Congrats capo
loshannyve oooh now i get it lol
loshannyve congrats 🤪



miacupuncturestudio • Follow

miacupuncturestudio Finishing out this week in Chicago with @bootcampdigital 🤪. Although I grew up during the digital age, there's always room to learn and grow 🤪. Who else is a student for life?! 🤪

#miacustudio #holisticmedicine
#digitalmarketing #stayhungry
#bootcampdigital #acupuncture
#humanexperience #explore #stevejobs
melaniebors Meee 🤪



Melissa Byers
Head of Global Customer Success
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513.223.3878

BOOT★CAMP
D I G I T A L

Thank You!