

Venue: **I3P, Incubatore Imprese Innovative Politecnico di Torino**, C.so Castelfidardo 30/a  
10129 Turin, Italy

# Spring Campus: Hands on Funding and Digital Marketing

## Digital Marketing

22<sup>nd</sup> March  
2016

09h00 - 09h10	Registration participants
09h10 - 09h15	<b>Welcome</b> to all participants fC Grantees and Coaches by Ms. Bernardita Cárdenas Introduction of Maria Burpee
09h15 - 10h00	<b>Customer profiling, Personas and Buying Process</b> by Maria Burpee. How to do it, common mistakes/pitfalls and examples. Also creating value for those customers. B2B vs. B2C
10h00 - 10h45	<b>Breakout exercise</b> - Question to ask, Creating Profiles (20 questions grantees need to answer, a template to use for profiling (homework))
10h45 - 11h00	<b>Sharing</b>
11h00 - 11h10	Coffee break
11h10 - 12h00	<b>Connecting with the Customer; Where to find them</b> (what are the right channels and touch point. Inbound vs. Outbound)
12h00 - 12h45	<b>Breakout exercise</b> - What do you know, what do you need to go find out
12h45 - 13h00	<b>Sharing</b>
13h00 - 13h30	Lunch
13h30 - 14h30	<b>Digital Marketing Deep-dive, Connecting Profiles to Touchpoints to Tactics.</b> The basics of SEO, SEM, Content Marketing, Blogging, Social Media marketing, Email Marketing and resources for more info
14h30 - 15h00	<b>Breakout exercise</b> - Ask questions, look at what you are currently doing, go deeper
15h00 - 15h15	<b>Sharing</b>
15h15 - 16h00	<b>Customer Satisfaction, Referrals and Loyalty - creating fans.</b> It is not just growth and acquisition; It's also retention and development (RAD)
16h00 - 16h30	<b>Questions, Closing comments</b>