



*Empowering businesses
through technology.*

Los Angeles | San Francisco | Phoenix, AZ
digitaldamecollective.com

Digital Education Experiences



Masterclass – 3 hours (\$49)
An interactive presentation with guided workbook (see topics below).



Workshop – Half Day (\$149)
Hands-on workshop with technical training and guided deep dive into a specific topic.



Bootcamp – All Day (\$499- \$1,999)
Hands-on intensive course with business coaching and technical training.



Branding Courses

I'm Launching My Own Website; What Do I Need To Know?

Learn everything you need know before deciding how to launch your site including the cost of hiring a web design consultant (freelancers vs. agencies) vs. do-it-yourself, questions to ask your web consultant should you choose to hire, domain and web hosting best practices, and the best options for choosing the right web building platform for your business.

Course Type: Masterclass

How Do I Build My Brand?

What makes your company different? In this course you'll build your company's Brand Proposition, Mission, Values, and Vision statements to stand out from your competitors and attract more customers online.

Course Type: Masterclass, Workshop

How Can I Create Website Content That Converts?

Build your website to drive action. Together we'll help you develop a strategic "call to action" or goal of your website, understand how to strategically develop the written and visual content of your website.

Course Type: Masterclass, Workshop

What Is A Brand Style Guide And Why Do I Need It?

Learn the secrets for creating visual and written style guides to tell a better brand story and attract your ideal clients. Get templates for creating internal communication guides that define the rules for your brand "voice" and visual styles such as graphics, photography and logo rules.

Course Type: Masterclass, Workshop

How Do I Make Affordable Stunning Photos, Graphics and Videos?

Learn the creative processes, cost-effective tools and industry tricks that non-designers use to create stunning photography, graphics and videos for your business. You'll leave this course with our comprehensive resource guide packed with free or low-cost resources for you to create beautiful photography, videos and graphics for your website.

Course Type: Masterclass, Workshop, Bootcamp



Technical Courses

What are the Best, Most Cost-Effective Digital Tools for My Small Business?

Fast-track your understanding of the best tools for building, designing and marketing your online business and get industry insider tips for how to implement them in the most cost-effective manner for your business.

Course Type: Masterclass

How Can I Leverage My Website to Grow My Business

Develop your company's strategic plan for your website that is aligned with your overall business model. Together we'll develop your 1-year business goal and create a own customized digital plan-of-action that supports your overarching goal to be implemented over the next year.

Course Type: Masterclass, Workshop

Which Platform is Best for Building My Own Site?

Pinpoint which do-it-yourself website builder is best for you (Wordpress, Squarespace, Wix, Godaddy Builder, Joomla, etc.). In this course you'll identify the needs of your website based on personal preferences, business priorities, budget and time restraints and choose which web building platforms so that you can make an informed decision for your business.

Course Type: Masterclass

How Do I Launch My Website with Wordpress the Right Way

Learn best best setup and tools to use for setting up your company's website using Wordpress, as well as the industry secrets to build, design and market your online business.

Course Type: Masterclass, Workshop

How Can I Make Better Design Decisions to Convert Customers Online?

Learn industry best practices for achieving a professional aesthetic look to your website. Plan your site's wireframes step-by-step using industry best practices to attract, retain and convert customers online.

Course Type: Masterclass, Workshop

How Can I Use SEO To Make My Website Show Up On The First Page Of Google?

Every small business wants to know how to get your company's website to rank higher in Google. In this course you'll learn industry best practices, learn how to conduct a self-audit, and go step-by-step through the process of setting up the tools required to research and monitor your website ranking over time, and setup a monthly action plan to help you monitor your results.

Course Type: Masterclass, Workshop

How Do I Use Google Analytics to Learn Insights about My Business

Use Google Analytics to learn about the behavior of your website visitors and make your online marketing system more efficient. In this course you'll customize your Google Analytics dashboard with the essential metrics that you need to know, and learn how to build custom URLs using Google's Campaign Builder to launch and measure your own marketing campaigns.

Course Type: Workshop

How Can I Keep My Website Safe & Secure:

Gain a deep understanding on the risks associated with sending and storing information online and how best to mitigate those risks. In this course we'll help you identify your business' risk factors, and take you step-by-step through the processes to secure your website and build a custom backup and security plan.

Course Type: Masterclass, Workshop



Marketing Courses

How Do I Build An Online Marketing Funnel?

You've launched your website— now what? In this course you will learn how to lead people to your site and convert them to customers. You'll build a strategy for driving traffic from search engines and social media to your website and email subscription list to nurture and convert customers. Using our workbook, you'll design your own tactical marketing strategy to attract customers online using a timeline and budget that fits your unique business.

Course Type: Masterclass, Workshop

How Do I Build My Online Community Through Email?

In this course you'll how to increase your email subscribers, open rates and click-through rates. We'll guide you step by step to create your own email subscriber incentive, setup your email capture form, and launch your first automated drip campaign. You'll also brainstorm 10 ideas for effective subject lines and campaign topics. Then, using our template, you'll build your own email tracking report that will help you measure and increase your open rates and click-through rates and build a predictive model to increase sales using email marketing.

Course Type: Workshop, Bootcamp

How Do I Launch My First Paid Ad Campaign On Social Media?

Gain a deep understanding of how paid advertising works across Facebook and Instagram, how to segment out the demographic populations that work for your business, conduct competitor research, setup small experimental split tests to discover what combinations of messaging and imagery convert best for your ads. Using our roadmap, you'll build a step-by-step plan for launching your first ad campaign on social media.

Course Type: Workshop, Bootcamp

How Do I Launch My First Paid Pay Per Click (PPC) Campaign For Search Engine Advertising?

Gain a deep understanding of how paid advertising works across Google, how to segment out the demographic populations that work for your business, conduct competitor research, setup small experimental split tests to discover what combinations of messaging and imagery convert best for your ads. Using our roadmap, you'll leave this course with a step-by-step plan for launching your first ad campaign on Google AdWords.

Course Type: Workshop, Bootcamp

How Can I Use Social Media for My Business?

Build a comprehensive social media plan for your business using our insider tips for growing followers, increase engagement, planning your content, and convert fans to customers. Using our templates, you'll leave this course with your own social media content calendar and analytics chart so you can effectively and efficiently plan, publish and measure your social media marketing.

Course Type: Masterclass, Workshop, Bootcamp

How Can I Increase Engagement & Convert Customers On Social Media without Spending More Time?

By the end of this course you'll have a comprehensive social media plan to increase comments, retweets, likes and shares across your company's social media channels. Learn how to create content that converts to increase email subscribers, grow your social media following and ultimately gain more customers. You'll leave this course with a customized three-week plan to double your social media outcomes (such as increased followers, engagement and email subscribers).

Course Type: Workshop, Bootcamp

How Do I Recruit Brand Ambassadors?

Learn everything you need to have in place to build a team of brand ambassadors (such as affiliate partners or a sales team) including communication tools, incentives and metrics to build brand awareness, social media engagement and sales. Using our templates, you'll build your own program including cost-effective incentives, processes for recruiting, training and maintaining brand ambassador relationships, and write your first email templates for attracting your first team of brand ambassadors.

Course Type: Masterclass, Workshop, Bootcamp

How Can I Work with Social Media Influencers to Build My Brand?

Learn the secrets behind developing marketing campaigns and partnerships with Influencers and micro-influencers to attract new fans, followers and customers. You'll leave this course with an action plan to identify key influencers that are aligned with your brand, three measurable campaign ideas that don't cost money, and templates for launching a campaign within three weeks.

Course Type: Masterclass, Workshop

How Do I Create An Engaging Blog

Develop “sticky”, shareable blog content that enhances your search engine optimization, build credibility that can be shared across your social media and email newsletters. You’ll leave this course with an action plan that you can implement immediately with ideas for content for your company’s blog, social media, and emails.

Course Type: Masterclass, Workshop, Bootcamp



About Us



Mani O'Brien touts over 9 years of digital strategy and content marketing experience, including as former Marketing Director for FIDM/Fashion Institute of Design & Merchandising where she directed integrated marketing campaigns and collaborations with brands including Adidas Originals, Nike, Hot Topic, BuzzFeed, GUESS? Inc., CCBG, Billabong, Joe's Jeans, True Religion, TOMS Shoes, Giphy, Ticketmaster, *Project Runway* and many others.

Associate of Arts, Branding –

Fashion Institute of Design & Merchandising

Bachelor of Arts, Magazine Journalism –

Arizona State University



Jaclyn Hawtin leverages her 15 years of senior level digital strategy experience, working with organizations in both public & private sectors including work with multiple governments, The National Democratic Institute, The U.S. State Department, Arizona State University and the Mayo Clinic to name a few. She is responsible for leading the 'big idea' development, execution, and management of innovative, results-oriented, multi-channel digital marketing campaigns for our clients.

Bachelors Of Science, Systems Biology –

Arizona State University

Masters Of Science, Technology & International Development – Arizona State University



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