MARKETING AUTOMATION
ACADEMY

Introduction

1.1 Course Overview

Welcome to the Marketing Automation Academy!

My name is John D. Saunders, **I'm a Digital Marketing Strategist in Sunny South Florida.** I'll also be your online professor for the course! Over the past 8+ years, I've worked to help brands bring their ideas to fruition via Digital Marketing.

In the past 2 years, I've been working to automate our agency process. My company, **5Four Digital** runs on automation tactics. With myself at the helm, I've created an internal process for remote team members. **We offshore tasks via a process of video training, Google Drive docs and more, with a flow that runs seamlessly**, making it easy for me to focus on biz dev as opposed to the day to day. PLUS, this process works anywhere and hiring team members **COSTS MUCH LESS** using our process.

As a result, I'm able to spend time with my wife and our baby from ANYWHERE in the world while my business runs itself! **So, thank you for joining us, we're going to provide you with TONS of value! Lastly, we have weekly live talks AND 24 hour access to a private Facebook Group. Let's get started!**

John D. Saunders
LinkedIn

Table of Contents

Click below to "jump" to the page of your choice.

Course Overview

The Breakdown

Like everything we do, we've created a robust breakdown of the course curriculum.

This will act as a definitive guide for EVERY aspect. We've included tons of resources:

Step-by Step Directions to Automating EVERY aspect of your marketing efforts. This isn't just for agencies, it's for bloggers, managers and more. Items include:

- **Detailed Google Doc Templates**
- **Google Sheets Pre Populated**
- **Workflow Documents for Automation**
- **Detailed Video Training**
- **Marketing Automation Tools**

MARKETING AUTOMATION
ACADEMY

Module 2 - The Hiring Process

2.1- Finding Stellar Talent
We discuss HOW to find stellar team members from around the world using SOLID platforms. We also talk about the misconception of offshoring work and how talent supersedes location.

2.2 - The KEY Essential Job Roles
If you're a small agency or a large conglomerate, these are the essential job roles needed to automate your agency and pull yourself out of the day to day.

2.3 - How to Hire
We discuss the step by step process for hiring the RIGHT people.

2.4 - Writing GREAT Job Descriptions
In order to find the right team members, it's important to write GREAT job descriptions. We provide templates and more.

2.5 - Leveraging the BEST Job Sites
A list of the sites we use to find the best talent around the world. From the Philippines to India, and local U.S. based talent ,we provide hacks for finding the best of the best.

2.6 - The Interview Process
We've vetted and interviewed more than 75 applicants for ONE position. This is our method for weeding out the "meh" for the stellar.

2.7 - On-Boarding Team Members
An exact step-by-step process for how we on-board members into a seamless team dynamic.

MARKETING AUTOMATION
ACADEMY

Module 3 - The Workflow Process

3.1 - How to Create a Workflow for Your Team

This is a detailed look at creating a specific workflow for your marketing efforts. We look at the blueprint to creating and delegating a process that's simple to implement (with templates).

3.2 - How to Leverage Tools to Delegate

In order to delegate properly, your team has to leverage the right tools. Especially if everyone is working remotely. We go through an analysis of the tools we use.

3.3 - How to Communicate Internally

In order to communicate effectively, there has to be an agreed structure of communication. We discuss our methods of execution and ways to replicate it with ease.

MARKETING AUTOMATION
ACADEMY

Module 4 - Workflow Training Examples

4.1 - Google Sheets / Job Templates / Video Content

Now that you've got a SOLID team, it's time to put them to work! We use Google Drive, Custom Job Templates and Video Training to educate team members.

We break down the ENTIRE process and how to replicate it for your business. With video training!

4.2 - Content Marketing

Our Content Marketing strategy is broken down into parts. In fact, we make the process easy to curate and create original content without writing a word.

Blog Creation
Blog Design
Blog Content Sharing

4.3 - Email Marketing

Our delegation methods for email marketing make it simple and effective to send out scheduled email blast for countless clientele.

Creating NEW Templates
Sending Email Content

4.4 - Web Development

This is one of our TOP services. We have the list provided you can emulate or copy verbatim

On-Site Optimization
Landing Page Development

MARKETING AUTOMATION
ACADEMY

Module 4 - Workflow Training Examples

4.5 - Retargeting

We leverage AdRoll to create automated campaign sequences internally from concept to design to implementation.

Retargeting Setup
Updating the Workflow Doc
New Campaign Setup
Replacing / Updating Ads
Tracking Via UTM

4.6 - SEO

SEO is a detailed process. That's why, we've broken down every step in easy to implement actions that can be completed by dedicated team members.

On-Site SEO
Off-Site SEO
Local SEO

4.7 - Design

It's not just design a logo and move forward. We provide a detailed checklist of branding items that add value to your offerings.

Logo Design
Pitch Deck Design

MARKETING AUTOMATION
ACADEMY

Module 2 - Workflow Training Examples

4.8 - Facebook Ads

Facebook Ads and Lead Gen are one of our LEADING services. We've created a detailed training regimen for EVERY piece. This includes persona research, ad creation, landing page integration and more.

Facebook Workflow Doc
Tracking Spending
Facebook Niche Targeting
Landing Page and Conversion Tracking

4.9 - eCommerce (POD)

For eCommerce clients, we'll show you how to create products and optimize them for sales.

Product Research
Product Design
Product Creation

MARKETING AUTOMATION
ACADEMY

Module 5 - The Daily Process

5.1 - Leveraging Management Tools

In order to manage the many components of a job, we leverage management tools to track progress. This module discusses each item in its entirety to show you HOW you can manage countless jobs.

5.2 - Reviewing Team Assignments / Delegation

This daily strategy makes it simple to check the status of jobs using your Project Manager. Manage jobs from anywhere in the world with our simple process.

5.3 - Additional Job Templates

Our list of job templates for COUNTLESS marketing tasks from web development to logo design and deck creation.

5.4 - On-Going Training

How to create new training with ease using our process.

Module 6 - The Wrap Up

6.1 - Private Facebook Group

In many instances, online courses extend as far as the course itself.

A course can also be overwhelming with a massive library of tips, tactics and strategies, many don't know where to start.

The Facebook Group acts as a guide!

6.2 - Weekly Facebook Live Session

As an additional resource, I'll provide a weekly LIVE session for course members to answer questions and communicate changes and updates.

MARKETING AUTOMATION
ACADEMY

End of Module 1