FireBootCamp January 2015

Marketing Campaign Checklist

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# Strategy Creation

## Name of the campaign:

FireBootCamp January 2015 Intake

## Go Live Date:

January 2015

## What are the goals of this marketing campaign?

Increase the number of enrolments to 10

## Target audience – summarise buyer persona

1. New Developers
2. Experienced - want to catch up with latest technology
3. Development Managers

Complete <http://upcloseandpersona.com/>

# Content ideas

1. Get all ex bootcamp students to write reviews for
   1. Bootcamper.io
   2. Bootcamps.in
   3. Switchup.org
   4. Coursereport.com
   5. <https://www.switchup.org/bootcamps/fire-bootcamp>
2. Tech Breakfast for dev managers
   1. Help them prepare their team for 2015
   2. Discuss team management and training
   3. Latest technologies
   4. Sponsored by firebootcamp
   5. Speakers
      1. Marlon from Firebootcamp about training developers
      2. Get a big name from Microsoft
      3. Adam Cogan
   6. Topic
      1. How to turn your devs into passionate enthusiasts or rockstars or best practice gurus
      2. How to upskill your devs effectively and efficiently
      3. How to deal with a dysfunctional team
      4. What every senior architect should know but sadly doesn’t
3. eBook
   1. With landing pages for each persona
   2. Use PPC to drive traffic
   3. Social Media
4. Approach journalists from Paul kent to write an article
5. Usergroup Promotion
6. Media - Create a press release
7. Industry Influencers and Companies
8. Webinar – Interview with Paul and Duncan
9. Testimonials
   1. One liners from the bootcampers
10. User group Interview with Gerard and Craig
11. Create a video ith Janison saying why they hire BootCamp students
12. Create a video with Declan about his progress since the bootcamp
13. Podcast interview - John Sonmes on the importance of having a .net developer to enhance a developers’ expertise
14. Blog posts (Case studies) – Ex students to write about what they learned at FireBootCamp for blog
15. Partnership with Australian Computer Society (links with Adam)
16. Clearly defined segments
17. Alumni section – Success story
18. Share the spotlights, scholarships
19. Cause – we care about ‘women learning to code’ etc/

# Campaign #1

## Type

## Persona Targeted

## Pain Points addressed by content

## Call to action - What is the next step we want the viewer to take when they have consumed the content?

## Go Live Date

## Content promotion strategy

## Keyword Research

## How can content be repurposed

After creating a video for SSW TV we will complete the following tasks:

For each piece of content we will attempt to repurpose the content into the following content types

Create 6-10 tweets which will also be LinkedIn updates and Facebook updates

Slideshare deck is made up of the blog post content

Create an ebook (for only the best ones)

1. In-House experts (SSW TV): <http://tv.ssw.com/?s=xamarin>
2. Craig’s blog
3. Customers
4. Existing Internal Content:
5. Existing External Content:
6. Desk Research (google, twitter, social forums…) xamarin.com
7. Original Research
8. Others

## Industry Leaders - Identity the 10 industry leaders (people) with large following we will target for promotion:

### **Create emails to send to each**

### Create social media updates to send to each

## Create 10 social media updates to promote the event

## Content Promotion

1. **Create the landing page to promote the event (include link to the landing page)**
   1. TODO: Add a list of features each landing page must include
2. **Add the event to the SharePoint list (if applicable)**
3. **Optimise the landing page for SEO**
4. Add promotional banner to the homepage
5. Add promotion to the monthly newsletter
6. Schedule the social media updates in Buffer
7. Email and send social updates to strategic partners and influencers
8. Promote event in LinkedIn groups and Google+
9. Create Pay per Click Campaigns in
   1. Facebook
   2. Twitter
   3. Googled AdWords
   4. LinkedI
10. Work with SSW devs and account managers to promote the webinar to 3 of their clients or network each via phone call and email
11. Have SSW employees promote event over social media twice leading up to the webinar
12. Go to online forums and add content as answer
    1. Quora
    2. Stack exchange
    3. Other blogs
13. Bookmarking
14. Stumbleupon

## Develop a survey or follow up questionnaire

# Autoresponders

## Add content to an auto responder if relevant