

DM Part 1 SkillBuilder Watch-By Schedule

Watch Syllabus & Set Up by 1/11/2024

before LiveLab DM1 Welcome to DM AMA session

Watch SkillBuilder 1: Customer-First Marketing by 1/16/2024

before LiveLab DM1 What is Ecommerce

Watch Global SkillBuilder: Seeking Other Stories by 1/18/2024

before LiveLab Story Circles LiveLab

Watch SkillBuilder 2: Design and Build a Website by 1/23/2024

before LiveLab DM1 Design and Build a Website

Watch SkillBuilder 4: Brand Visuals by 1/25/2024

before LiveLab DM1 Brand Voice Brand Visuals

Watch SkillBuilder 5: SEO Keywords by 1/30/2024

before LiveLab DM1 SEO Keyword Research

Watch SkillBuilder 6: SEO Metadata by 2/1/2024

before LiveLab DM1 SEO Meta Data

Watch SkillBuilder 7: Conversion Rate Optimization by 2/6/2024

before LiveLab DM1 Conversion Rate Optimization

Watch SkillBuilder 9: Promos & Offers by 2/8/2024

before LiveLab DM1 Promos Offers

Watch SkillBuilder 10: Emails for Ecommerce by 2/13/2024

before LiveLab DM1 Emails for Ecommerce

Watch Global SkillBuilder: Being SMART at a Job Interview by 2/15/2024

before LiveLab DM1 Career Session

Watch Summary & Your Portfolio Project by 2/20/2024

before LiveLab DM1 Portfolio Project Work Day

DM Part 1 Milestone Due Dates

Confirm Your Shopify due 1/17/2024 @ 8:59pm CST

Choose Empathy due 1/17/2024 @ 8:59pm CST

If You Build It due 1/24/2024 @ 8:59pm CST

M3 M4 SB Most Valuable Proposition and Visualize Your Brand due 1/28/2024 @ 8:59pm CST

All About Key Words due 1/31/2024 @ 8:59pm CST

Meta Ads Manager Setup due 1/31/2024 @ 8:59pm CST

So Meta due 2/4/2024 @ 8:59pm CST

Landing Page Gold due 2/7/2024 @ 8:59pm CST

M8 M9 Combined SB AB Testing with Promos and Offers due 2/11/2024 @ 8:59pm CST

Email My Heart due 2/14/2024 @ 8:59pm CST

Nz Website Presentation due 2/23/2024 @ 8:59pm CST

Milestone 1 Go Organic due 3/13/2024 @ 8:59pm CST