

6 Month Bloom Your Brand Course Syllabus

Week 1: Building Stability into Your Brand

In your first official week, you're going to build the foundation that your brand will stand on by:

- Defining Your Why
- Naming Your Values
- Communicating What You Do

Week 2: Nailing Down Your Audience

Now that you've defined your brand, it's time to become acquainted with the people you're speaking and selling to with your business by:

- Defining your niche
- Identifying your customers
- Finding your voice

Week 3: Connecting through Your Imagery

This week is the classic "branding" week – colors, imagery, and mood.

You're taking your values and your audience insights, and infusing your brand with feeling by adding:

- The right imagery, colors, and fonts
- Updating your moodboard
- Choosing your logo

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Week 4: Developing a Future Vision

This week you are going to move from the conceptual ideas of your brand into the tangible by:

- Defining monetary goals
- Establishing business goals
- Planning your path for the future

Week 5: Support Week, AMA Calls

This week we're going to take some time to focus on answering any of the questions that you have. Because this week's lecture is a check in and an AMA (ask me anything). You also have the chance to share everything you built this month and get some guidance by scheduling a call to talk 1:1 with us.

Week 6: Important How Tos

This week, we're going to start talking about your website. This starts with a few important steps to make sure that your website is set up to win!

- Adding Google Analytics
- Setting up your payment processor
- Making your Privacy policy/Cookie notification

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Week 7: Pages

Your website only needs a few basic pages to help you retain customers. For most brands these are also the pages that should be in the navigation menu on top of your site.

We're going to cover what to include with those basic pages this week.

- Your Home Page
- Your About Page
- Your Content
- Contact Page

Week 8: Products

Here's what you need on your product pages:

- A naming convention for all of your products
- The right photos of your products
- A description that sticks in the minds of your customers

Week 9: Website SEO Basics

These are the main pieces of SEO to look for

- Keyword research
- Meta description, URLs, Images, and SEO titles
- Headings and onsite Content

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Week 10: Questions, Support, and Extra Applications

This week's lecture is a check in and an AMA (ask me anything).

We're also going to talk about some cool additional applications for WordPress and Shopify that are great for building your website.

You can also share everything you built this month and get some guidance by scheduling a call to talk 1:1 with us.

Week 11: Starting with Pillar Content

This week we're officially dipping our toes into the holistic marketing structure that we created!

You're going to learn about

- What pillar content is and why you need it
- The types of content you should create as a brand

Week 12: Raging your Microcontent

Outside of organic search traffic, consistent microcontent is how you're going to be found online.

This means SOCIAL MEDIA!

This is what you'll learn about this week.

- What it means to be on social media as a brand
- The necessary platforms
- The platforms to consider
- Getting a scheduler

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Week 13: Setting up Email Marketing

This week we're going to cover EMAIL!

- How it works holistically (form > list > automation > campaigns)
- Automations every brand needs
- Campaigns and segmentation
- Keep 'em short – what to include and what to remove

Week 14: Making Your Ongoing Content Plan

This week your focus will be on organizing the past several weeks into a holistic content calendar for your business.

- Know your knowns
- Build a Social Posts Index
- Add in Your News
- Stay accountable to yourself

Week 15: Questions, Comments, and Affiliate Initiatives

This week is an extra week for you to spend time with your marketing initiative. Spend some time sitting with your content calendar and thinking about your ongoing marketing plan.

We also share the steps to getting started with an affiliate initiative. This can be a great way to grow your brand, build an audience that trusts you, and sell products.

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Week 16: Build a Freebie for Lead Generation

This week, we're focusing on your freebie. You're going to learn:

- What to think about when you're building your a free giveaway
- The 6 best free optin options
- 5 great creation tips and our 6 top platforms for building freebies

Week 17: The Big Picture of Lead Generation

We want to make sure that you understand all of the building blocks of your funnel. So in this lesson, we're going to start by looking at the big picture.

- Outlining the journey first
- Your funnel checklist
- Copywriting tips for your landing pages

Week 18: The Big Picture of Lead Generation

For this lesson, we're talking about the specifics for your pages.

- Landing page layout
- Thank you page sections
- The imagery you need

Week 19: QA, Track, and Traffic

This week you're going to learn

- Why you need to test your campaign yourself
- How to see what's happening on your page
- How to drive traffic to your page

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Week 20: Questions and a Follow Up

This week it's time to take a little breather before we dive right in to data next week (ooh numbers!)

Building a lead generation campaign can be a helluva ride, so in this week's call we're going to give you the chance to ask any questions you have.

If your campaign is running smoothly and you're already driving traffic to your pages – take a nap. You deserve it!

Week 21: Reporting and Thinking like A Holistic Strategist

Before we get into the data details, we're starting broad with:

- Why Data is Important and What You Can Achieve
- How to set up your reporting system
- How to think like a holistic marketing strategist

Week 22: Website Traffic and Google Analytics

Traffic is the metric that tells you whether your concept is good. So this week we're going to cover.

- What we track and why
- Identifying trends
- What to watch out for

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Week 23: Email Marketing Data

This week we're having an email data deep dive into

- What email data to collect and why
- What trends you want to see in your email
- Tips, pitfalls, and tricks

Week 24: Facebook and Instagram Insights

This week we're looking at Facebook and Instagram, the two socials you need right now.

- What Facebook and Instagram data to collect and why
- What trends to look for
- A Tip, A Trick, and a Vanity Metric

Week 25: Sales Data

You want to build a business that sustains you and in our world, that typically means sales, so this week you're going to learn about.

- What data to collect
- The two most important metrics to track
- The number one issue: Traffic but no sales

Week 26: The Data AMA

It's your last week in the Bloom Your Brand Course!

This week is an AMA, a chance for you to ask anything you'd like to know about data, the sustainable marketing structure, or anything you're stuck on before the end of the course.

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GRADUATION!!

After you have completed all of the topics and lessons, you'll be invited to talk with us about adding the Dandelion Certification to your brand!



If you have any questions about the 6 Month Bloom Your Brand Course, please get in touch.

info@dandelionbranding.com