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## *BridgeTower Virtual Training Homework, Exercises & Activities*

### **Background Homework**

1. Review a client site and one of their competitors

A part of the training you will be asked to share what differences you found between your client and their competitor's site and share your thoughts about what you think they are measuring and what performance they might expect.

Please select one client and one prospect (already in account development stage) that will be your foundation or baseline for many of the training exercises (if you want, you can do this assignment for multiple clients and/or prospects). We recommended that you select companies that you believe have significant upside opportunities for your efforts. This background work requires some online research and investigation as well as thoughtful examination of their marketing and advertising practices to determine the revenue potential these businesses bring to growing BridgeTower Media brands.

Required: For client's digital campaign(s), review most recent campaign summary report, and note Impressions, CTRs and other data.

2. Describe a client's customer's "Journey to Purchase"

A part of the training will be a discussion about how your clients' clients are influenced by different media and social platforms as they go through the purchase decision process, moving from top, to middle, to bottom of the marketing funnel.

3. Client relationship assessment

The last session will refer to the "Client Relationship" homework assignment. Each participant needs to select 3 clients and assign each to a relationship category (a description of the different client relationships categories is provided). Prior to the training, write what you would do and the steps you'd take to evolve each client to a "Proactive" relationship.

4. Client's site, content, and SEO assessment

Another part of the training is to identify how BTM's marketing solutions should be positioned to support client's site and SEO efforts. For this effort, you need to review their website and search activities, noting the following criteria:

#### **Site content and design.**

- What content types (text, video, blogs, FAQ, ecommerce, etc.) and topics (products, pricing, testimonials, etc.). Note what content is shareable.

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### **Navigation**

- Is the structure “flat” or “deep,” how are internal links used, is a site map present?

### **Actionable**

- What types of call-to-actions (registration, downloads, contact forms, etc.)?

### **Search**

- Search for company name, product/service category, and phrases that describe the product, its use, location, etc. Use branded and generic keywords and phrases.
- Note what is their ranking for product keywords. What branded/generic keywords are used by their competitors?

### **Social Media**

- Do they have presence on social platforms? What content and action items are promoted? Note, how many followers, comments are posted.

The following lists the homework assignments for each session. In addition, it indicates which **pages to print** (activity sheets), which we will be using throughout the training. There are other reference documents (cheat sheets and guides) that will be useful to refer during and after the training.

### **Session 1:**

- Bring one inspirational quote, to be shared in initial breakout room
- **Print: Activity Sheet- Funnel-Blank**
- Be prepared to discuss client’s/prospect’s advertising objectives, how they segment and target their customers
- **Print: Session Summary Sheet**

### **Session 2:**

- Review programmatic and data glossaries
- For selected client, review their digital campaign report, note their CTRs and other metrics
- **Print: Campaign performance Cheat Sheet**
- **Print: Session Summary Sheet**

### **Session 3:**

- Write your description of the purchase/decision journey for client’s client
- Complete one of the SEO courses
  - The Beginners Guide to SEO <https://moz.com/beginners-guide-to-seo>
  - LinkedIn Learning SEO Foundations <https://www.linkedin.com/learning/seo-foundations-2>
- **Print: Session Summary Sheet**

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**Session 4:**

- **Print: Listening Self-Assessment**
- **Print: Activity Sheet - Questioning**
- Reference Sheet: Decision Making Cognitive Bias Cheat Sheet
- Reference: Understanding Objections Cheat Sheet
- Reference: Preventing Objections Cheat Sheet
- Bring your list of the most important questions you ask
- **Print: Session Summary Sheet**

**Session 5:**

- Review the CNA for one of your clients, be prepared to discuss what information is most important, which is hardest to find
- **Print: Session Summary Sheet**

**Session 6:**

- Reference: Digital Campaign Strategy Checklist
- **Print: Client Relationship – Homework Assignment**
- **Print: Action Plan**
- **Print: Session Summary Sheet**