



# Digital Strategy Two Day Training

The Digital Plan is a foundational strategic book and trainings led by Brad (Schenck) Caldana, the Obama Campaign’s Digital Training Director. Drawing on their years of experience and knowledge, Brad and companion trainers and strategists help organizations of all sizes tackle their big digital strategy issues.

In 2019, Brad is hosting a series of Digital Strategy Two Day Trainings across the country. These trainings are designed for Organizational Leaders, Digital Directors, Communication Directors, and all digital and communication staff or those who need to think about digital more strategically.

Sessions Schedule	
Day 1	Day 2
Fundamentals of Digital Strategy Essential Lessons and Q&A (90 Minutes)	Websites Strategy & Analytics Lessons and Q&A (90 Minutes)
Digital Planning Templates (60 Minutes)	Advertising Strategy (60 Minutes)
Lunch and Discussion (60 Minutes)	Lunch and Discussion (60 Minutes)
Audience Archetypes Lessons and Exercise (90 Minutes)	Creative Strategy Lessons and Exercise (90 Minutes)
Email Strategy Lessons and Exercise (90 Minutes)	Content Development Lessons and Exercise (90 Minutes)
Social Strategy Lessons and Exercise 90 Minutes	Building your plan exercise Open Q&A (90 Minutes)

Big picture strategy.

Tested & trusted strategic templates

Fuel & conversation

Critical audience and messaging strategy organizations can use on all projects

Practical strategy to list build, test, and drive engagement

Refuel

Debunking myths. Strategic social media frameworks for organizations

Practical web development strategy and basic analytics all organizations can use

Digital advertising strategy basics for organizations

Fuel & conversation

SMS strategy  
Video Production Design basic strategy

Web content and blog strategy

Refuel

Putting strategy into practice.

To learn more about the [www.TheDigitalPlan.com](http://www.TheDigitalPlan.com)

To plan a training in your city contact Brad at [trainings@thedigitalplan.com](mailto:trainings@thedigitalplan.com)