



Start Your Digital Marketing Agency

Conquer Local Academy Learner Guide

Brought to you by,

Dennis Yu, CEO of Blitzmetrics



STUDY THEORY



APPLY CONCEPTS



BUILD STRATEGY

Version 1.0

Start Your Digital Marketing Agency

A Certification Program by Dennis Yu



Lifelong learner, author, and digital marketing expert, Dennis Yu celebrates success through lighting a fire and passion under his learners. He makes it his mission to share knowledge with others and is a mentor to many; entrepreneurs of every age, experienced or just starting out. He is obsessively passionate about learning and he has chosen to ignite this motivation in Vendasta partners.

The Purpose of the Program:

- Explore how you can successfully build your brand for inbound lead generation
- Learn from industry experts
- Share accountability with like-minded business owners
- Take action on the strategies learned in this course by applying knowledge to your business



Completing this learner guide will bring you through a set of repeatable processes that will help you start and grow your digital marketing expertise.

The BlitzMetrics Success Model:



Learn

Utilize proven training and level up your agency.



Do

Hold yourself accountable by taking action on learned knowledge.



Teach

Share knowledge. It pays dividends to help others grow.

The Conquer Local Ecosystem:

Academy

Learn strategy and practical skills to build your business through interactive lessons.

Learner Guide

Record your process, define business goals, and save resources for continual development.

Community

Share progress, tips for lead generation and growth, within a community of practice

[Join the Conquer Local Community!](#)



Program Outline

Course Modules:

- Module 1: Program Introduction
- Module 2: Finding Your Lighthouse Client
- Module 3: Everything Your Need to Know About VAs (1)
- Module 4: Everything Your Need to Know About VAs (2)
- Module 5: Boost Videos on Facebook
- Module 6: Agency Planning During a Pandemic
- Module 7: Learn, Do, Teach: How Videos Can Help Your Business
- Module 8: LinkedIn Posting Tips and Tricks (1)
- Module 9: LinkedIn Posting Tips and Tricks (2)
- Module 10: Influence Generator
- Module 11: Collecting Positive Mentions
- Module 12: Building and Scoring Authority
- Module 13: Building Your Personal Brand
- Module 14: The Digital Marketing Guidebook
- Module 15: The Menu
- Module 16: The Power Hour
- Module 17: Certified Digital Marketer



Module 1

Program Introduction

Learner Goals:

- Learn how to start your digital agency
- Explore strategies that will make lead generation the easiest problem to solve
- Explore the three components of authority in digital marketing
- Understand the goals, outcomes, and focus of this program

Course Module: [Course Introduction](#)

Module Checklist:

Identify your strengths and weaknesses as a digital agent

- Your weaknesses will become your greatest opportunities for growth in this program

Brainstorm topics for your topic wheel

- Consider three professional and three personal topics of interest and expertise

Join the Conquer Local Academy [Community group](#) and learn, grow, and share your progress with other agents

Module 2

Your Lighthouse Client

Learner Goals:

- Leverage the concept of the LIGHTHOUSE client and inbound quality leads
- Understand and activate your niche market
- Elevate your perceived authority in one specialized area
- Learn the value of a topic wheel

Course Module: [Your Lighthouse Client](#)

Module Checklist:

Identify your LIGHTHOUSE client

- Ease (1-5) | Fitability (1-5) | Differentiation (1-5)

Define your niche

- "I help X, achieve Y, through Z"

Explore solutions within Vendasta Partner Center to systematize your processes

Create a 3x3 video grid: three WHY videos, three HOW videos, three WHAT videos.

Create a Topic Wheel

- Six topics: three personal and three professional
- Identify three figureheads for every WHY

Create THREE 1-minute videos

- At least ONE is a WHY video

Identify where your 1-minute videos fit in the Storyboard Template

Module 3

Everything You Need to Know About VAs (1)

Learner Goals:

- Learn how to hire virtual assistants (VAs) efficiently and effectively
- Target role-specific VAs and know who to hire
- Understand the different types of VA roles and the order of priority
- Apply *best practices* when communicating with VAs and avoid common mistakes

Course Module: [Everything You Need to Know About VAs \(1\)](#)

Module Checklist:

List your packages

Identify what type of VA you need

Overlap working hours with your VAs

Hire applicants who are HECK YES!

Develop a three-round hiring process for VAs

Round One

- Pay rate
- Benefits
- List of requirements
- Usual tasks
- 1-minute video of relevant packages
- Secret keyword

Round Two

- Fundamental content of your agency
- Secret keyword

Round Three

- Content/videos of your processes
- Secret keyword

Module 4

Everything You Need to Know About VAs (2)

Learner Goals:

- Navigate the step-by-step process involved in hiring effective VAs
- Build VA career path
- Learn what skills and profiles to look for in a long-term VA hire

Course Module: [Everything You Need to Know About VAs \(2\)](#)

Module Checklist:

Sign up for an [OnlineJobs | ph](#) account

Create concept, education, and promotional video explanations

Develop a Goals Sheet and Personal Development Plan template

Create your VA Career Path:

- Define responsibilities, pay rate, and job title at every level
- Define minimum working experience at every level

Send applicant(s) content to study:

- Test language capabilities and bias for action

Send applicant(s) goals sheet and proposed development plan

Request professional, one-pager summary from applicants

Schedule an interview via video call

Send applicant simple test project to test their ability to follow instructions

Module 5

Boost Facebook Videos

Learner Goals:

- Execute *One Dollar A Day* strategy
- Understand what to do before and after boosting a post
- Learn how to optimize boosts
- Develop engaging videos for a Facebook audience

Course Module: [Introduction to Facebook Videos](#)

Module Checklist:

Define goals based on *Goal, Content, Targeting* assessment strategy

Assemble a Content Library

- Create WHY videos
- Design videos in tandem with your Influencer
- Gather and track positive mentions
- Create your fundamental 3x3 video grid

Understand and develop targeted audiences including:

- Custom / saved audiences
- 1, 7, 28-day website visitors
- *Mega* audience
- Workplace-based audience

Boost and recalibrate content

- Promote to custom and saved audiences
- Design and deliver nine content pieces for \$1 / day over seven days
- Boost cover photo
- Based on metrics, after seven days, kill posts, extend *winners* and target *winner* audience
- Assemble and rank *Greatest Hits* within your Content Library



Module 6

Agency Planning During a Pandemic

Learner Goals:

- Adapt your business as habits and needs shift worldwide
- Learn how to *lead by example* and provide your clients with a path to success
- Connect to your audience during a pandemic in an authentic way

Course Module: [Agency Planning During a Pandemic](#)

Module Checklist:

Create and publish important business operations information describing you are open for business and business hours

Create and publish a *Work From Home* plan and policy

Execute your first 10-minute Facebook *LIVE*

- Encourage participation and ask how your clients are doing
- Share a piece of good news
- Remind clients that you are here to support them and their success

Provide free access to your virtual training **if applicable*

Support a non-profit organization **when possible*

Module 7

Learn, Do, Teach: How Videos Can Help Your Business

Learner Goals:

- Learn how to best utilize Facebook pages and stories
- Discover powerful tactics to close clients with video
- Explore time-saving strategies that utilize video responses and replies

Course Module: [How Videos Can Help Your Business](#)

Module Checklist:

Create your *public figure* page on Facebook

Post a video to social media

- Open any social media app on your mobile device
- Record a 15 second video message in selfie mode
- Publish the video on social media!
- Push to multiple social media outlets

Design a video reply

- Open your email or social media app on your mobile device
- Select a message to reply to
- Record a 15 second video response in selfie mode
- Send the video as a reply



Module 8

LinkedIn Posting: Tips and Tricks (1)

Learner Goals:

- Identify the secrets behind LinkedIn analytics
- Explore the concept of *broetry* posts on LinkedIn
- Learn how to change your post dynamics with stories

Course Module: [LinkedIn Posting: Tips and Tricks \(1\)](#)

Module Checklist:

Perform a quick audit on your LinkedIn Notification Feed

- Identify posts that are performing well (reactions to comments ratio is at least 3:1)
- Comment on your own post to extend life and reach in the Notification Feed

Utilize the storytelling strategy and write a series of posts

- Write a story that will resonate with your Lighthouse Client
- Write a story in the format of *one-line-per-paragraph*
- Write a story that starts with a specific moment in time and share the broad context of the story



Module 9

LinkedIn Posting: Tips and Tricks (2)

Learner Goals:

- Explore how you can use LinkedIn notifications to expand your reach
- Identify the engagement level of a LinkedIn post
- Increase your presence by utilizing LinkedIn skills and endorsements

Course Module: [LinkedIn Posting: Tips and Tricks \(2\)](#)

Module Checklist:

- Download the LinkedIn mobile app
- Update headline statement with XYZ Framework
- Identify 50 skills on your profile
- Give your first three endorsements (repeat this on a monthly basis)
- Like 20 posts and add meaningful comments (daily)
- Comment on industry news
- Post your XYZ video
- Express gratitude and congratulations (bi-weekly)
- Cross-post from your blog or Facebook page (repeat once per week)



Module 10

Influence Generator

Learner Goals:

- Discover the power of learning from practitioners
 - Show gratitude by leaving good reviews and replying with customized videos
 - Understand how the power of thank-you can help grow your agency
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Course Module: [Influence Generator](#)

Module Checklist:

Respond to positive mentions by asking lightweight permission to quote

Create a spreadsheet to track names, permissions channels, and add positive mentions

Create content that elevates your high-profile contacts

Amplify content with the *one dollar a day* strategy

Connect with an influencer at a conference (**where applicable*)

- Have a friendly three minute interview with a speaker
- *Like* and comment on their posts
- Buy their book and develop a one minute *glowing review* and share on LinkedIn, Twitter, and Facebook (be sure to tag them)



Module 11

Collecting Positive Mentions

Learner Goals:

- Understand the reach of small good deeds and how they can lead to mutual beneficial outcomes
- Collect and organize positive mentions in a content library
- Leverage the concept of a *magic amplification machine*

Course Module: [Collecting Positive Mentions](#)

Module Checklist:

Construct a simple spreadsheet to track positive mentions that includes:

- URL (location of the online mention)
- Name of the contributor(s) whether business or personal
- Date
- Topic (in relation to your topic wheel)
- ACC category (why, how, what)
- Comments
- Edit_flag (flag yes / no to identify if an edit has been done)
- Authority_who (1-10)
- Authority_where (1-10)
- Authority_what (1-10)

Collect video testimonials:

- Find a quiet place with good lighting for your interviewee
- Lead interview with an easy open-ended question (ex. What was your biggest takeaway?)
- Keep the video digestible (under one minute)
- Upload video to authoritative sites to expand positive reach



Module 12

Building Authority

Learner Goals:

- Navigate the three components of authority: *who, what, and where*
- Learn how to leverage someone else's authority to drive engagement and power your Topic Wheel
- Showcase your expertise by understanding your strongest speaking topics

Course Module: [Building and Scoring Authority](#)

Module Checklist:

Select three people of high authority and follow them/ send requests on: LinkedIn, Facebook, Instagram, and Twitter

Add your top content to your content library spreadsheet

- Were you quoted or did you contribute to a high-profile website?
- Do you have a recording of a mention on TV or radio?
- Did you collect a meaningful recommendation from someone?
- Do you have pictures with an influencer?
- Are there any high-profile people you have interviewed or plan to interview?

Score authority content based on *who, what, and where* (1-10)

Add mentions and visual, audio, and video content to content library

Add content to high-profile websites

- Link articles to other articles
- *Tip: Link articles until you're ready to sell something, you collect an email, or you organize a specific marketing sequence*



Module 13

Personal Brand Strategy

Learner Goals:

- Learn how building your personal brand will empower your business
- Explore tips and tricks about what makes personal brand powerful
- Map out your business topic wheel to build and streamline your brand

Course Module: [Personal Brand Strategy](#)

Module Checklist:

Create three one minute video that highlights your brand

- WHY: a video all about your mission
- HOW: a video that informs your audience about the mechanics behind what you are selling
- WHAT: a video that introduces a CTA (call to action); *this is what you need to do* (the first instance of *selling* that takes place in your brand introduction)

Create your Topic Wheel

Re-visit and write out your six topics: three personal and three professional

Map out three people who have perceived authority for each topic

Hire a VA for repeatable tasks (*if applicable)



Module 14

The Digital Marketing Guidebook (Bible)

Learner Goals:

- Learn how to systematize your digital marketing processes to gather leads
- Understand the importance of guides when it comes to creating structure
- Learn how proper engagement and attention can help drive revenue

Course Module: [Digital Marketing Guidebook \(Bible\)](#)

Module Checklist:

Find and accountability partner and interview each other on your *why, how, and what* business strategies

Post this content in the Conquer Local Academy group to share accountability and gather feedback

Knowledge Checkpoint! Make sure you have passed all the season one learning modules in the course up to this point.



Module 15

The Menu

Learner Goals:

- Explore how developing a *menu* helps you develop a clear and concise set of packages
- Learn how to talk about your marketing agency with precision and energy
- Help your clients make easy decisions by developing a user-friendly menu

Course Module: [The Menu](#)

Module Checklist:

Design a product package by utilizing the menu strategy

- Explore the Vendasta Marketplace and learn how you can build out your Store menu in a few easy steps

Practice talking about your menu with your accountability partner and design a one minute video about your menu

Make your menu public by adding it to your website / store



Module 16

The Power Hour

Learner Goals:

- Learn the *Power Hour Roadmap* and how you can use it to target your client needs
- Utilize the beauty of *metrics analysis* and content audits to nudge clients toward action
- Explore the reasons why agencies often stumble with client onboarding

Course Module: [The Power Hour](#)

Module Checklist:

Create a landing page to sell your Power Hour session

Create automated email configuration and receipt of purchase

- Explore the benefits of Vendasta's Marketing Automation tool [here](#)

Review the Access Checklist

- Facebook page, ads, and Business Manager account
- Google analytics and Google Ads account
- Twitter, Quora, LinkedIn, Snapchat (*optional)

Prep for your first Power Hour by performing a quick audit of client online presence

- Verify that digital plumbing is in place
- Evaluate their online content and 3x3 video grid

Conduct your first Power Hour session

Create a follow-up tasks list that includes a review and look to the future

Certified Digital Marketer

Capstone Project

Learner Goals:

- Review all key components of a successful digital marketing agency
- Test your understanding and apply the lessons learned in this course
- Become BlitzMetrics Digital Marketing Certified by Dennis Yu!

Course Module: [Certified Digital Marketer Capstone Project](#)

Module Checklist:

Self-assess your progress

- Where did you begin?
- Where are you now?
- Where would you like to go?

Compile your module checklist homework into one, sharable piece of work. This can materialize in a recorded video PPT presentation, compiled report with links to videos, or a URL to a website you created to showcase an online portfolio.

- Share your capstone project in our Community Group
- Share your capstone project with your accountability group

Complete the final quiz to certify your knowledge