



# DIGITAL TRAINING

SOCIAL \* INBOUND \* CONTENT



BROCHURE 2012

# CONTENTS

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05. PHILOSOPHY

---

06. METHODOLOGY

---

08. WHY OUR COURSES GIVE YOU THE EDGE

---

10. OUR COURSES

---

14. TESTIMONIALS

---

16. FAQ

---

18. PARTNERSHIPS

---

19. ZOOBER! - OUR COMMUNITY

---

20. GET IN TOUCH

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# DIGITAL TRAINING 2012

## PHILOSOPHY

We believe in helping companies to bring all their online marketing activities together to increase their leads, sales and - most importantly - their revenue. Established by a number of thought leaders in digital, social marketing and software, our philosophy is, "IF YOU CAN'T MEASURE IT, DON'T DO IT". That's why we focus on integrating traditional digital marketing, social media and content marketing into an approach proven to grow sales.

All our training courses follow a five step, inbound marketing methodology which can be applied to every organisation - regardless of size. This is based on the process of transforming fragmented online and offline activities to make your marketing work harder for you. We guarantee that you will find our training innovative, informative and - most importantly, value for money.

# METHODOLOGY

The Zoober methodology turns fragmented marketing activities into a streamlined funnel which follows five steps: Listen, Create, Engage, Transform and Grow. Together, these steps add up to better sales results from activities such as demand and competitor research, blogging, email marketing, Social Media and PPC (Pay Per Click) campaigns.

Our approach has helped many companies transform their marketing activities into a step by step process that brings them more leads and more revenue. This tried and tested agency approach has now been developed into a range of training courses with the objective of helping you improve your marketing results and Return on Investment.

## 5 STEPS TO SUCCESS



### WHAT DOES THIS MEAN?

To uncover demand, and to better understand your market and your competition.

To boost your online following by supplying crucial information that connects with your market

To make sure you are heard in the right places, and promoting you through all the right digital channels

To turn your visitors into leads, and keep them engaged until they are ready to buy

To ensure short term results turn into long term goals, and your digital channels continually improve

### WHAT WILL YOU LEARN?

- How to research your market online
- How to research what your competition is doing
- How to create your ideal customer profile
- To create powerful website content
- The different types of content - and when to use it
- How to write hard hitting blog and PR content
- Search engine optimisation - do's and don'ts
- Social media - how to build a following
- Social media - how to engage in conversation
- How and when to run PPC campaigns
- How to make sure visitors stay on your site
- How to ensure visitors will come back
- How to convert visitors into leads
- How to close a deal online
- How to measure the ROI of each digital channel
- How to measure which campaigns work best
- The tools you need to measure this performance
- How to continually improve your online performance







# GETTING STARTED

## ZOOBER BASIC

FORMAT	Public Course
MODULES	5 Steps of Inbound Marketing - An Introduction
DURATION	2 days
TIME	9:00 - 4:30
PRICE	£900

### OVERVIEW

As with all our courses, the basic course is based around the five fundamental steps: Listen, Create, Engage, Transform and Grow. Step by step, the five modules add up to give you a strategic understanding of how to streamline your digital marketing, social media and other marketing activities to give you better and more sustainable sales results.

### PROGRAMME

You will be attending an interactive, innovative course which has been designed to take you through the methodology and give you an understanding of the opportunities available to you as a marketer or business owner.

### WHO SHOULD ATTEND?

This course is ideal for those who have the responsibility for any element of marketing (from administrators to directors); business owners; general managers and even students - who want a more in-depth understanding of how they can start making money (and stop wasting money!) from all their digital channels.

### HOW WILL I BENEFIT?

Upon completion of this course, you will be able to:

- Understand why you need to apply a methodology to all your online and inbound marketing
- Understand how to apply what you learn back in the office
- Implement simple tips and tricks to improve your online performance
- Access loads of free online and offline resources which will help you understand your position, and move forward

# ZOOBER BESPOKE

## (IN-HOUSE) TRAINING

### OVERVIEW

We understand your team is not like any other. You're addressing specific marketing challenges and opportunities with a particular skill set, and that's where our bespoke, in-company digital and inbound training comes in. If you're looking to train five or more people, our bespoke option offers you the best value for money and the support of a dedicated digital marketing consultant

### PROGRAMME

We will undertake a thorough assessment of your skills and competencies and design an in-company training programme highly relevant to your organisation and your team - anything from an interactive workshop series to a complete conference.

### WHO IS IT SUITABLE FOR?

We can design a course to suit the exact needs of your team, whatever level of knowledge your employees are at.

### HOW WILL I BENEFIT?

On completion of this course, you or your employees will be able to address the specific marketing challenges within your business, to improve your marketing results.

### BOOK YOUR PLACE NOW!

For more information, and to find out about available dates and book your place now by calling us on 0121 771 0315 - or visit [www.zooberdigitaltraining.co.uk/dates](http://www.zooberdigitaltraining.co.uk/dates)

# TESTIMONIALS

“By applying zoober’s inbound marketing approach we now have a system that measures the marketing activity across all channels and gives us complete visibility, which has already given a significant boost to our sales.”

- Carol Jones, DBA

“The expert knowledge we have got from zoobers’ training has already seen us benefit from an increase in sales of 15%”

- John Mcauley, Swift

“After attending the basic course – and putting what we learned into action, we improved our conversion of leads to customers by 15%.”

- Lucy Glynn, F&N Forever

“Applying small changes we were taught on the course has seen our costs drop 25% and our visitors increase 10%, brilliant results.”

- Soraya Raza, SWS

“Zookeeper came and did a thorough assessment of our needs, prepared a course specific to those needs and delivered it brilliantly – we are already benefitting by more than 1000 extra visitors per month.”

- Jonathon Norman, WMC Media

“We went from a 1000 visits a month to, 1000 in a day in just 3 months, its all down to the content!!”

- Mark Wilkinson, Coburg Banks

“The structure of the 5 steps, has reduced a lot of wasted marketing activities, but most importantly saved us thousands.”

- Jeremy Comley, linuxIT

“I never thought I could measure the marketing team performances, now we have complete transparency from visitor to revenue.”

- Colin Peters, The fuel card company.



# TRAINING FAQ

## HOW DO I BOOK A COURSE?

Just go to [www.zoobertaining.co.uk/dates](http://www.zoobertaining.co.uk/dates) or give us a call on 0121771 0315

## WHAT COURSES DO YOU OFFER?

We currently offer Zoober:

- basic - what you need to do now to improve your online performance
- bespoke - a course designed around specific needs in your business
- advanced - is currently being developed and will be added to our

## WHAT TYPE OF COURSE DO I NEED?

If you aren't exactly sure, then give us a call. We have a specific consultation process designed to help companies decide the right plan of action. A good place to start would be at our free Zoober

Seeding Workshop – or you could just dive right into our public course calendar throughout London and Birmingham. Take a look at the course details and dates at: [www.zoobertaining.co.uk](http://www.zoobertaining.co.uk)

## HOW MUCH DOES IT COST?

The cost is only £900 for the 2 day Zoober Basic course. Bespoke training will be priced once the needs analysis and competency framework has been carried out

## IS YOUR TRAINING SUITABLE FOR MY INDUSTRY?

Our training courses have been taken up by just about every industry in the UK, from small start up businesses looking to improve their online efficiency, through to multinational corporations.

## WHAT CAN I EXPECT FROM ZOOBER?

We are not just another digital training company, we deliver our training through a structured model which ensures you can measure every element of your digital marketing.

We guarantee that you will find our training innovative, informative and most importantly, value for money

## WHAT IS YOUR POINT OF DIFFERENCE AS A TRAINING COMPANY?

We are a training company establishing huge credibility and reputation in many industries. We have close links with local and national universities business schools and FE colleges, and we have been commissioned by national body the Learning and Skills Improvement Service to deliver the Zoober Basic course through a network of colleges and providers



## WHAT SKILLS, TALENTS AND EXPERIENCES DO YOUR TRAINERS HAVE?

Our trainers are all working inbound and digital marketing professionals, and train others to do so as a passion. All of our trainers run their own successful businesses, and have enjoyed careers in the boardrooms of top UK and European companies such as the Yell and Coca-Cola.

We will only put a trainer in front of your group if they have a strong background in the industry or if they have trained companies from your direct or similar sectors or sizes.

# PARTNERSHIPS

We work in partnership with some of the leading digital marketing, inbound marketing and software specialists.



## HUBSPOT

Zooper Training is part of Tomorrow People, and was developed in partnership with Hubspot, a globally recognised inbound and digital marketing software company. Hubspot has an international reputation for providing cutting edge solutions to resolve the digital marketing problems that companies commonly face.



## TOMORROW PEOPLE

Incorporated 12 years ago, the sister company of Zooper, Tomorrow People has been a successful and innovative marketing agency developing innovation and marketing development for companies of all sizes. Over the last two years the company has grown from a traditional design and communications business to an inbound marketing and digital marketing consultancy.

# ZOOBER COMMUNITY



## AUTOMATIC ACCESS TO FREE ONLINE RESOURCES

Every person completing a Zooper training course automatically becomes part of the online Zooper community. This gives you access to a huge range of free resources, webinars, cheat sheets, guides – all designed to help you build on what you learned on your Zooper training course!

As a member of the Zooper community you will also be able to keep in touch and share tips with other delegates on your training course. So not only will you complete your course knowing how to make your marketing work harder, you'll have access to:

Expert tips and tricks for getting more from your digital marketing in the long-term  
Exclusive access to resources like webinars and eGuides which you can use and share in the workplace  
Opportunities to share experiences and updates with other people from your Zooper Training course.

**FIND OUT ABOUT AVAILABLE DATES AND BOOK YOUR PLACE NOW**  
by calling us on 0121 771 0315 - or visit  
[www.zooperdigital.co.uk](http://www.zooperdigital.co.uk)



# GET IN TOUCH

## ZOOBER TRAINING

25 Heath Mill Lane  
Birmingham  
B9 4AE

Phone: 0121 771 0315  
Email: [hello@zoobertraining.com](mailto:hello@zoobertraining.com)  
Website: [www.zoobertraining.co.uk](http://www.zoobertraining.co.uk)

## WANT TO KNOW WHICH MARKETING SKILLS ARE MISSING FROM YOUR ORGANISATION?

Complete our free online skills assessment for a quick expert insight into what's working - and what's not - with your marketing! Try it now by visiting [www.zooberdigital.co.uk/skills](http://www.zooberdigital.co.uk/skills)

## NEED TRAINING FOR MORE THAN FIVE PEOPLE?

We can design a bespoke training course that matches your marketing challenges and the skills level of your employees, to be delivered at your office. We'd love to tell you more about our tailored training options. Call us now on [www.zoobertraining.co.uk](http://www.zoobertraining.co.uk)

## JUST WANT TO KNOW MORE ABOUT HOW ZOOBER TRAINING COULD HELP YOU?

Please give us a call on 0121 771 0315, visit our website for course dates and further details - or book your place on a free Zoober Seeding Workshop!



