

CLICKMILL INTERNSHIP: WK 1

Orientation + The Basics Of Marketing

MONDAY	TUESDAY - THURSDAY	FRIDAY
ORIENTATION	KEYWORD RESEARCH	LIVE REVIEW
MARKETING MODELS	GOOGLE ANALYTICS/TAG MANAGER	APPLY FEEDBACK
(TBD) CHECK IN	BLOG OUTLINE PROJECT	

OVERVIEW

"Good marketing makes the company look smart. Great marketing makes the customer feel smart." - Joe Chernov

Marketing is not just about what we believe is best for our customers, but rather looking into what they are telling us that they need. Our job as Christian digital marketers is to strategically utilize online tools to cater to the needs of our audience, while keeping in mind God's commission to reach all of the earth for Him. This week we will be deep diving into marketing fundamentals that will set you up for the rest of the internship. I hope you have fun and learn a lot!

-Destiny Yasuhara (Your Clickmill Internship Advisor)

MATERIALS

MONDAY	
OVERVIEW	LINKS
<ul style="list-style-type: none">● Orientation (Brett Henderson/Destiny Yasuhara)<ul style="list-style-type: none">○ Please join the ZOOM LINK (not the Google Meet link sent by Calendly) with your camera on, a professional background and attire● Digital Marketing Models (Asynchronous)<ul style="list-style-type: none">○ Watch playlist and take notes● Check In (Destiny Yasuhara)<ul style="list-style-type: none">○ Review the videos and get instructions for the week	<ul style="list-style-type: none">● Zoom Link<ul style="list-style-type: none">○ Meeting ID: 792 234 7505○ Password: n09N5R● Week 1 Notes● Digital Marketing Models<ul style="list-style-type: none">○ Playlist○ Marketing Models Workbook○ Quiz
TUESDAY - THURSDAY	
OVERVIEW	LINKS

<ul style="list-style-type: none">● Watch playlists and take notes<ul style="list-style-type: none">○ Keyword Research (Asynchronous)○ Google Analytics/Google Tag Manager (Asynchronous)● Fill the Blog Outline● All notes, quizzes, and projects must be complete by Thursday evening at 10pm. (This gives us time to review your work and prepare to give you feedback and answer questions on Friday).	<ul style="list-style-type: none">● Week 1 Notes● Keyword Research<ul style="list-style-type: none">○ Playlist○ Quiz● Google Analytics/Google Tag Manager<ul style="list-style-type: none">○ Playlist○ Quiz● Blog Outline<ul style="list-style-type: none">○ Clickmill Keyword Plan
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FRIDAY	
OVERVIEW	LINKS
<ul style="list-style-type: none">● Live Review (Destiny Yasuhara)<ul style="list-style-type: none">○ Please join the zoom link with your camera on, a professional background and attire○ We will be reviewing the topics covered in the videos, any questions you have, and your Blog Outline so please come prepared to discuss.	<ul style="list-style-type: none">● Zoom Link<ul style="list-style-type: none">○ Meeting ID: 792 234 7505○ Password: n09N5R

CONTACTS

If you have any questions, please contact Destiny at destiny@clickmill.co.