

2020 INCUBETA IGNITE

# INCUBETA IGNITE

*Virtual Learning Series*

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by INCUBETA

# INCUBETA IGNITE

## ACTIVE APPLIED LEARNING

Incubeta is the union of three market-leading specialists across Media, Technology and Creative. We teach what we know best. This series has been designed by our learning specialists and built by our digital experts. We take our award-winning know-how and make it relevant using our day-to-day experience.

Our teaching philosophy focuses on active learning with a problem-based approach. This will be no different in our virtual learning series. Courses are learner-centred and highly interactive, filled with individual and group tasks. You will have the opportunity to apply learning throughout the session.



## THE VIRTUAL LEARNING SERIES

### WEBINARS

These 30 minute sessions, hosted by industry experts from Incubeta and our partners, tackle key industry topics in an insightful and thought provoking manner. There will be a 20 minute presentation from the expert followed by 10 minutes of questions to pick their brains even further. All our webinars are completely **free to access** and will be recorded and re-posted for you to refer back to.

### VIRTUAL CLASSROOM COURSES

As the majority of us have moved to working from home, we thought it even more important to design a set of courses with interaction and group engagement at their core. These courses are not designed for background noise; we expect you to be involved and participating every step of the way. Each session comes with a workbook, you will leave with a robust strategy and will know how to begin implementing your new-found knowledge.

These courses can be booked in two different ways; through a single seat just for you or a member of your team, you will join others in up to a group of 8. Or you can book the whole classroom for up to 10 members of your team. Prices for both options are listed on the course page.

# VIRTUAL LEARNING SERIES

Please click the links to find out more

## Webinars

<b>NEW</b> <a href="#">The Importance of Lifetime Value</a>	05.05.20	30 minutes
<b>NEW</b> <a href="#">Getting Started with Data-Driven Creative</a>	26.05.20	30 minutes
The Customer Loop	<a href="#">Recording available here</a>	
Marketing in Times of Crisis	<a href="#">Recording available here</a>	
Feed Management Maturity Framework	<a href="#">Recording available here</a>	
The Future of E-Commerce with Facebook	<a href="#">Recording available here</a>	
SEO to the Rescue	<a href="#">Recording available here</a>	

## Virtual Classroom Courses

[BOOK YOUR CLASSROOM COURSE NOW](#)

<a href="#">Fundamentals of SEO</a>	28.04.20 - 29.04.20	4 hours
<a href="#">The Fundamentals of Digital Marketing</a>	04.05.20 - 07.05.20	10 hours
<b>NEW</b> <a href="#">Getting to Grips with Google Analytics</a>	21.05.20 - 22.05.20	4 hours
<b>NEW</b> <a href="#">The Fundamentals of Data Driven Creative</a>	02.06.20 - 04.06.20	6 hours
<a href="#">Raise Your Social Strategy</a>	08.06.20 - 12.06.20	10 hours
<a href="#">The Who, What and Why of Feed Management</a>	Please enquire for future dates	

Bookable seat courses are restricted to 8 learners. Based on demand, we will be running future sessions. If a course you want to book onto is full there will be an option to add yourself onto a waiting list.

All courses will be personalised to your team but if you would like to customise courses further or would like us to build something completely bespoke please call or email us on 0207861745 [training@incubeta.com](mailto:training@incubeta.com) to discuss further.

# IGNITE YOUR TEAM'S DEVELOPMENT

## What HARVEY NICHOLS said

*"I'd like to thank the team for such a great course in the fundamentals of digital marketing. Although I had some experience in some channels it was still great to see how these worked with others and there is always room to learn more and freshen up on the basics! Considering the current climate the team did a great job of making the course feel very inclusive & engaging and left plenty of room to apply the knowledge. Thanks again!"*

Rochelle Alcee, Digital Marketing Executive at Harvey Nichols

## What A.S. WATSON GROUP said

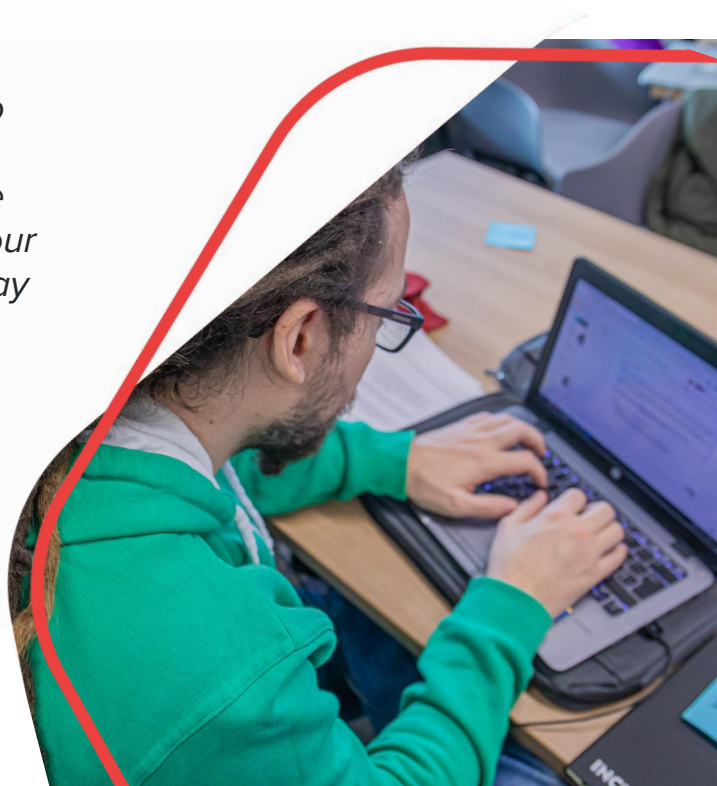
*"The feed management course was very insightful and helpful for us at AS Watson. It enabled us to better understand the full functionality of feeds and how each team in our business plays their part in ensuring the feed is operating effectively – something that we were definitely lacking beforehand. The course has the right balance of teaching and interactive sessions to keep us engaged whilst taking away the key learnings and fundamentals of feed management. Massive thanks to Fred and the team for putting this together."*

Ross Mathieu, Digital Marketing Specialist at eLab

## What AWIN said

*"Incubeta hosted both an engaging and insightful workshop for Awin this month, to enhance not just our knowledge, but our partnership as a network and agency. The presentations were extremely valuable for our Client Services team, and to finish off the day playing the role as a Digital Marketing Manager was very exciting!"*


Sapna Basi, Global Account Consultant at Awin



# Webinars

# THE IMPORTANCE OF LIFETIME VALUE

05.05.20 | 12 - 12:30pm | Chris Berger and Ian Estabrook

In partnership with 

## SYNOPSIS

A customer's Lifetime Value is a hot topic for a lot of businesses. Most have either discussed the concept of LTV or are taking steps towards actually implementing and optimising their customer LTV. This webinar aims to help businesses at any stage.

We'll start by covering the basics, introducing LTV as a concept and why it's important for businesses across any vertical. Given LTV's bespoke nature, we'll be discussing the many ways it can be calculated based on your own individual business objectives along with examples.

Already implemented LTV for your business? We'll also be talking about taking it to the next level, including how to optimise your customer LTV and use it to drive more efficient budget allocation and bid adjustments.

Finally we'll jump into an example of a typical LTV architecture and even take you under the hood of NMPi's own automated LTV solution built on the open source framework, CRMInt.

## ABOUT THE PRESENTER

With 8 years of experience in analytics and cloud technology, Chris has established a solid development background and a keen eye for marketing automation and advanced analytics.

As managing consultant of Advanced Solutions at DQ&A, Chris is responsible for helping clients supercharge their digital maturity through platform integrations and automation, saving them both time and money.

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# GETTING STARTED WITH DATA-DRIVEN CREATIVE

26.05.20 | 12 - 12:30pm | Anna Jorysz

## SYNOPSIS

These days everyone knows data-driven creative is “a good thing”. But what is the difference between dynamic creative, data-driven creative and DCO? Do you need developers? A CMP? For a lot of brands the jargon alone can be off-putting, and that’s before you start to think about how you can make sense of all the data you have at your disposal.

In this webinar, we demonstrate why data-driven creative is so important and strip it back to its basics to show that no-one needs to be scared of making their first steps on this journey. Along the way, we will guide you around some of the initial hurdles you may face, demystify the key concepts, and provide inspiration to get you and the your senior stakeholders excited.

## ABOUT THE PRESENTER

In her 6 years at Incubeta, Anna has made it her mission to champion data-driven creative as part of a fully integrated advertising strategy. Under her leadership, our performance display team has developed a uniquely creative-centred approach to media buying and optimisation. She has now turned her focus to expanding our creative production and consultancy services, all while using her media background to ensure that all new integration and automation strategies are explored.

Anna has been recognised for her innovative approach to display campaigns, winning 8 major awards in 2019 for her work and being listed as a "Top 50 Industry Player" by PerformanceIn.

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# Virtual Classroom Courses

[BOOK YOUR VIRTUAL  
COURSE NOW](#)



# THE FUNDAMENTALS OF SEO

28.04.20 - 29.04.20 | 2pm - 4pm BST

Single Seat £250+VAT | Classroom £1650+VAT

## THIS COURSE IS PERFECT FOR

Those starting out on their journey into SEO. Come with little or no knowledge, leave being able to confidently talk about SEO and the factors that are considered in delivering successful SEO strategy.

## BY THE END OF THIS COURSE YOU WILL BE ABLE TO

- ❑ Speak confidently about the fundamentals of SEO to your peers
- ❑ Undertake basic keyword research and competitor analysis
- ❑ Understand the main factors used for ranking websites
- ❑ Use key SEO tools including Google Search Console

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### TUESDAY

#### DEMYSTIFYING SEO

An Introduction to the fundamental principles of SEO and why it's important to any business

#### KEYWORD RESEARCH

The fundamentals of keyword research for SEO & how to find and choose the right keywords

### WEDNESDAY

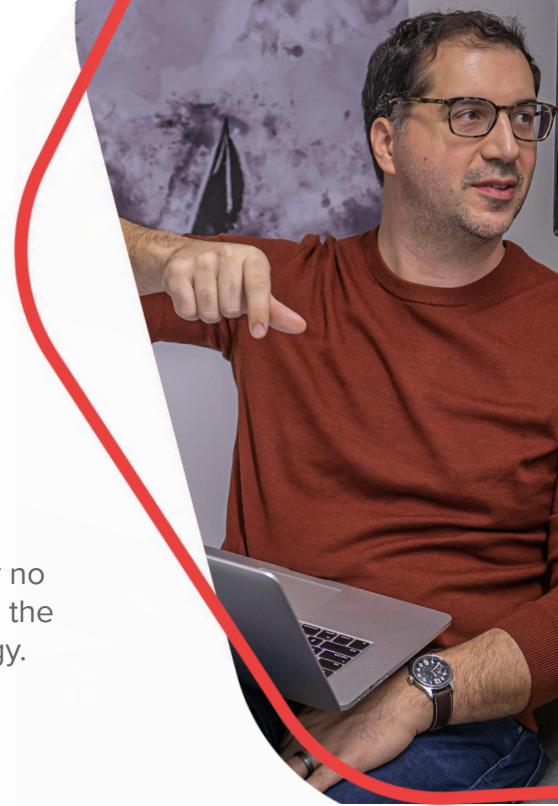
#### ONSITE SEO

What is Onsite SEO and why is it important. Gain an understanding of the key onsite factors used to rank your site::

- Information Architecture
- URL structure
- Page titles, Meta descriptions & Heading tags
- Crawling a site
- HTTP Response codes
- Canonical Tags
- Page Speed
- And more....

#### OFFSITE SEO

What is Off-page SEO and why is it important. Gain an understanding of how you can build relevant links and establish authority for your website



# THE FUNDAMENTALS OF DIGITAL MARKETING

04.05.20 - 07.05.20 | 2pm - 4:30pm BST

Single Seat £350+VAT | Classroom £2300+VAT

## THIS COURSE IS PERFECT FOR

Anyone who is new to digital marketing or looking for a refresher. This course provides you with the fundamentals of digital marketing and how it can support and impact your business.

## BY THE END OF THIS COURSE YOU WILL BE ABLE TO

- ❑ Explain how each channel forms part of the 'customer loop'
- ❑ Know how to effectively target your customers at every stage of the loop
- ❑ Understand campaign performance and KPIs
- ❑ Create an omnichannel strategy to reach your business objectives

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### MONDAY

#### THE IMPORTANCE OF DIGITAL MARKETING

Stats & trends shaping the digital world  
Impact of digital marketing quiz

#### INTRODUCTION TO CUSTOMER LOOP

Re-thinking the funnel  
An overview of where the channels sit  
Exploring a full loop approach

#### AN OMNICHANNEL APPROACH

Applying cross-channel insights

### TUESDAY

#### DISPLAY

Display ads & the auction process  
Display within the loop  
Display ad formats & aligning to your KPIs  
Tracking cookie data

#### VIDEO

What are YouTube ads? How to recognise each type  
Where the different formats fit into the loop  
Using the ad types based on your goal

### WEDNESDAY

#### PAID SEARCH

Introduction to Search and shopping  
Search within the Loop  
Campaign Best Practices  
Optimising campaigns against your KPIs

#### PAID SOCIAL

An introduction to Social and your different options  
What audiences are available to you?  
The different ad formats and where to use them

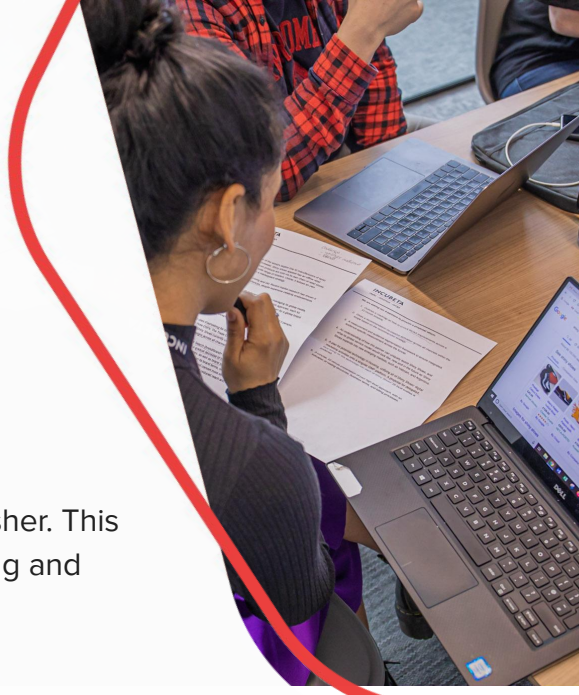
### THURSDAY

#### REPORTING

Understanding KPIs for different campaign types

#### MAPPING YOUR FULL STRATEGY

Creating an omnichannel campaign strategy for two example briefs



# GETTING TO GRIPS WITH GOOGLE ANALYTICS

21.05.20 - 22.05.20 | 2pm - 4pm BST

Single Seat £250+VAT | Classroom £1650+VAT

## THIS COURSE IS PERFECT FOR

Those who are new to Google Analytics or are looking for a refresher. This course will cover impactful solutions that can help improve your business.

## BY THE END OF THIS COURSE YOU WILL BE ABLE TO

- ❑ Set up the right way to make the most out of Google Analytics
- ❑ Create key reports to highlight important metrics for your business
- ❑ Understand your customers' journeys, and create audiences based on your insights

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### DAY 1

#### ADMIN & SET UP

Best practice on your account structure and settings across your account, properties and views

#### REPORTING

Understand various report types in GA and how to best use the reports to analyse your site performance

How to set up dashboards and shortcuts and share your reports

#### GOALS & EVENTS

Understand the differences between goals and events

How to set up goals in GA and use goals to measure business objectives

Understand user behaviour with Event Tracking

### DAY 2

#### AUDIENCES

Benefits of audience creation

Learn how to create audiences in GA and share it with a Google Ads account for remarketing purposes

#### ATTRIBUTION

What is attribution?

Gain an understanding of how different attribution models impact campaign performance

#### INTEGRATIONS

Integration with Google Ads

Integration with Search Console



# THE FUNDAMENTALS OF DATA-DRIVEN CREATIVE

02.06.20 - 04.06.20 | 2pm - 4pm BST

Single Seat £300+VAT | Classroom £2000+VAT



## THIS COURSE IS PERFECT FOR

Those who want to leverage data-driven creative in their campaigns but don't know where to start or how to convince budget holders that it is worth the investment.

## BY THE END OF THIS COURSE YOU WILL BE ABLE TO

- ❑ Explain the importance of a data-driven creative strategy to others in your business
- ❑ Design and implement creative strategies that will drive results
- ❑ Get your media team on board and participating
- ❑ Demonstrate that it was all worth it!

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## TUESDAY

### WHY DATA-DRIVEN CREATIVE MATTERS

Data-driven creative in the context of programmatic media buying  
How smart creative strategies can improve user experience  
How can leveraging DDC improve performance?

### DEVELOPING CREATIVE MATURITY

Envisioning the end goal  
Finding a good place to start  
Outlining a phased approach to development

### KEY CONCEPTS

How dynamic creative works  
Terminology and what it means  
Review of platforms and approaches

## WEDNESDAY

### DEVELOPING DYNAMIC STRATEGIES

Assessing the data you have available  
Integrating data into planning processes  
Feed construction & logic  
Best practices & things to consider

## THURSDAY

**INTEGRATING WITH MEDIA STRATEGY**  
Why is it essential to integrate your approaches?  
Aligning your creative and media teams  
Taking a joint approach to planning

### DYNAMIC CREATIVE OPTIMISATION

The power of DCO  
Planning a successful DCO strategy  
Implementation approaches

### MEASUREMENT & TESTING

What metrics should you consider when assessing the success of campaigns?  
How can you establish meaningful testing approaches to demonstrate results?

# RAISE YOUR SOCIAL STRATEGY

08.06.20 - 12.06.20 | 2pm - 4pm BST

Single Seat £350+VAT | Classroom £2300+VAT

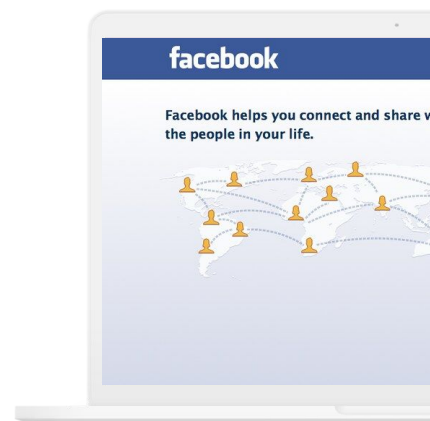
## THIS COURSE IS PERFECT FOR

Those who want to access the billions of active daily users on Social networks, introduce them to their brand & monetise these new, engaged users, using best practices built up from our years of experience.

## BY THE END OF THIS COURSE YOU WILL BE ABLE TO

- ❑ Understand the role of Paid Social within your 'customer loop'
- ❑ Conceptualise and plan campaigns that fit your business goals
- ❑ Employ best practice technical set-up to maximise performance
- ❑ Use Paid Social alongside your other channels to build a strategy worth more than the sum of its parts

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### MONDAY

#### INTRODUCTION TO PAID SOCIAL

Why is advertising on Social essential?  
The benefits and what to watch out for

#### ORGANIC & PAID STRATEGIES

How strong organic and paid strategies vary, and how they should compliment each other

#### CAMPAIGNS TO FIT YOUR GOALS

How Paid Social allows wide ranging campaign types to fit your KPIs

### TUESDAY

#### SOCIAL PERSPECTIVE OF THE CUSTOMER LOOP

Where does Social fit in the loop?  
What can I do to maximise each section?

#### THE PLATFORMS, THE WIDER ECOSYSTEM & BEST PRACTISES

What platforms are available and what are their strengths & weaknesses?

#### INTRODUCTION TO THE AD TYPES

What ad types are there and what's the best practice for their usage

### WEDNESDAY

#### FACEBOOK PIXEL & SDK

The funnel from a technical perspective  
How to activate your pixel

#### IMPLEMENTING YOUR PIXEL DATA USING CATALOGUES

Uses for feeds in a Social context, and best practices for implementation

#### DYNAMIC ADS

Leverage dynamic ads to supercharge both retargeting & prospecting

### THURSDAY

#### AUDIENCES

A deep dive into using Paid Social audiences, for new customers and retaining your existing users

#### REPORTING & BUSINESS INSIGHTS

Prove the success of campaigns with sensible KPIs and layered attribution

### FRIDAY

#### SEAMLESSLY FITTING SOCIAL IN WITH THE OTHER CHANNELS

Explore how Social best fits in with your other channels

#### FINALISING YOUR APPROACH

How will you tie this all together to build a campaign for your business?

# THE WHO, WHAT AND WHY OF FEED MANAGEMENT

Please enquire for future dates

Single Seat £300+VAT | Classroom £2000+VAT

## THIS COURSE IS PERFECT FOR

As automation levels in marketing increase, it is vital you have an handle on your feeds. This course is designed for anyone that works in marketing that is looking to harness automation in order to supercharge their campaign efficiency and performance.

## BY THE END OF THIS COURSE YOU WILL BE ABLE TO

- ❑ Explain the importance of centralisation and be aware of how to mitigate the risks
- ❑ Highlight current difficulties within your data flow and know how to correct these through centralisation and data governance
- ❑ Know how to map out your feeds in an efficient way
- ❑ Know how to apply rules to a raw feed and audit your shopping feeds
- ❑ Use first party data to augment your campaigns
- ❑ Use custom labels, bid and search term management to optimise feeds and campaigns
- ❑ Strategically input third party data into your feed

## AGENDA

### DAY 1

#### INTRODUCTION TO FEEDS

What is a feed?

The difference between data and wisdom

How does your data currently flow

#### CENTRALISATION

Why centralisation is important

Putting it into practice

The dangers, what to be aware of, how to mitigate the risks

#### DATA GOVERNANCE

Who is responsible for what

### DAY 2

#### MISTAKES MADE FROM A TO B

How to map out your feeds more efficiently

The key elements of a Google shopping feed

#### FEED STANDARDISATION

Making sure your feed is fit for use for *all* channels.

#### FIRST PARTY DATA UTILISATION

Making the most of the margin, availability and stock data you have available

### DAY 3

#### FEED AND CAMPAIGN OPTIMISATION

Custom labels

Bid management and search term management

#### A DATA AUDIT

How healthy are your shopping feeds?

Saviour behaviour

#### THIRD PARTY DATA

What, how and why of third party data

Potential use cases for you



# Contact.

**Telephone.**

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**Email.**

training@incubeta.com

**Thank You.**

## About Incubeta.

Marketing is changing. Connecting with your customer has never been tougher. With rising consumer expectations, shifting behaviors, increasing competition, and rapidly advancing technologies, businesses today must control their marketing better than ever before.

We are rethinking the rules of marketing by integrating the three specialisms of Media, Technology and Creative in a seamless way, putting the ownership of the customer experience back in your hands.