

MMC 6936
Lead Generation & Management
University of Florida, Online Masters in Digital Strategy
3 Credit Hours
Instructor: Brianne Barta

Instructor

Brianne Barta
brianne28@ufl.edu
(954) 675-9221
[Connect with me on LinkedIn](#)

Contact Me

Please feel free to email, text, or call me with any questions or concerns. I strive to respond to students within 24 hours.

Office Hours

Virtually (such as Skype or FaceTime) or by phone appointment. Please email me in advance to coordinate.

About Me

Growing up in the digital age, I've spent most of my life glued to a computer screen. On days when I convince myself to get up, sign off Facebook and read a real book instead, I turn to my bookshelf which is cluttered with the latest titles on social media and digital strategy. As a marketer in today's world, I'm always looking for inventive ways to deliver a message that will fascinate my audience. I'm driven by the challenge to create content that is irresistibly compelling.

Through the power of creative storytelling, my ultimate goal is to engage others and inspire action. From my own professional experience, I've learned that you don't always need to run a generous promotion or sale to attract customers, drive leads, and boost sales. Sometimes the mere value of your product or service is enough. It's conveying that value to others that makes a difference and builds strong brands.

I currently work as the senior brand manager for Orangetheory Fitness, which is one of the fastest growing franchises in the world. In this role, I develop campaigns and content designed to bring in new members and create brand ambassadors. In this field, we talk about lead generation quite often, but we also stress the importance of retention and loyalty. Like the old adage says, it costs more to bring in a new customer than to retain an old one.

I can't wait to share my experience and best practices with you to help you become stronger marketers and brand strategists!

Course Website and Login

Your course is Canvas (UF e-Learning). Go to <http://lss.at.ufl.edu>. Click the blue e-Learning button. Login with your GatorLink account. Your course will be in the Courses menu on the left navigation. You might have to click All Courses at the bottom depending on how many courses you have taken at UF.

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

Course Description

This course teaches students marketing strategies that will attract new business, as well as retain and foster repeat customers in the world of digital selling. When executed effectively, these strategies will increase brand awareness, drive leads, boost referrals, maximize a brand's return on investment (ROI), and also create brand loyalists.

Why is this course important? Finding customers and generating sales is key to the success of any business, and companies can no longer rely on traditional strategies that once worked. The Internet has changed how people make buying decisions. Today, everyone has a channel and the ability to research products and services that interest them. This course will teach students creative ways to grab the attention and stay relevant amongst sophisticated consumers who are much less tolerant of advertising and sales.

Rather than jumping right into online lead generation tactics, students will first learn how to define a brand's vision and architecture, which will guide their lead generation strategy. From there, students will be able to develop a brand's tone of voice to reflect in the messaging across every digital touchpoint. An emphasis will be placed on lead generation and management through website, SEO, social media, email marketing, SEM, retargeting, content marketing, blogging, landing pages, analytics and an introduction to CRM.

Students will learn the strategies; tools and how to analyze results in order to formulate a comprehensive marketing plan for a business. The course requires that students have a basic understanding of the above listed marketing tactics as this course will aim to take a deeper exploration of these topics.

Learning Objectives

By the end of this course, students will be able to:

- Develop a brand's vision and architecture as a framework for content creation and lead generation strategy
- Write unique value propositions, website content, email content and landing page content that drives leads to convert to sales

- Generate more qualified leads with a cohesive and integrated digital footprint
- Perform keyword research and understand the major themes of search engine optimization
- Create a customer journey map and identify opportunities to improve the customer experience and retain customers
- Determine strategies to convert current customers into loyal brand ambassadors
- Understand how to analyze performance for campaigns through website analytics and improve ROI

Course Policies

Attendance Policy:

Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site at least once each day, Monday – Friday, to check for course updates in the announcements and discussion sections of the site.

Late Work and Make-up Policy:

As with any course, deadlines are critical to this class. Students must adhere to the due dates outlined in this course, as there is a lot to learn and the class will move quickly! Extensions for deadlines will only be for preapproved emergencies. If you have a concern about a deadline, please reach out to me as far in advance as possible. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. With this in mind there will be penalties for late work:

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|---|---------------------|
| • Less than an hour late | 05 points off |
| • More than an hour late but less than 24 hours late | 10 points off |
| • More than 24 hours late but less than 48 hours late | 15 points off |
| • More than 48 hours late | 25 points off |
| • A week or more late | Not accepted at all |

Ownership Education

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of

your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Optional Textbook

Digital Selling: How to Use Social Media and the Web to Generate Leads and Sell More

by Grant Leboff

<https://www.amazon.com/Digital-Selling-Social-Media-Generate/dp/0749475072>

Prerequisite Knowledge and Skills:

Students are expected to have a basic understanding of advertising and copywriting. Students will not be graded on design principles but will be required to create sample ads, landing pages, etc. using Canva, Powerpoint, or a design program of their choice. Low fidelity sketches are also permitted. Students will be graded on their thought process, ideas, strategy, and copywriting vs. their design.

Students will learn the fundamentals of lead generation, which will set the foundation for more advanced courses in the program.

University Policies

University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

Netiquette: Communication Courtesy:

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

Class Demeanor:

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Other Resources:

Other are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
 - <http://www.counseling.ufl.edu/cwc/> 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please contact your program director and/or student support coordinator at distancesupport@jou.ufl.edu or visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester. Students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

Course Expectations

Lectures will be pre-recorded and uploaded in each Canvas weekly module. To make simplify the learning process, lectures will be broken up into several shorter videos vs. a long lecture. To supplement lecture topics, this course will consist of weekly discussion posts and projects, as well as a comprehensive final project.

Discussions

Discussion questions will not just promote conversation among the class. They will be designed to keep you informed about the latest marketing and lead generation trends and to prepare you for future projects within the course.

- There will be two discussion questions per week. Each response must meet a 200 word minimum.
 - One discussion question will come from an assigned online reading. (40 points)
 - The second discussion question will serve as practice for an upcoming project. (40 points)
- Students are required to respond at least one classmate's answer to both discussion questions. The response must be a minimum of 50 words. Responses are worth 10 points.
- To recap, discussions and responses are worth 100 points each week:
 - 40 points for your response + 10 points for at least one classmate response to Discussion 1
 - 40 points for your response + 10 points for at least one classmate response to Discussion 2

Your discussion responses are due on Sundays at 11:59pm. Your classmate responses are due Wednesdays at 11:59pm each week.

Projects

You will have nine (9) projects throughout the semester which will focus on lead generation strategies for one specific brand. Your weekly discussion posts will help prepare you for these projects. Projects 1 - 8 are worth 100 points and the final project is worth 300 points.

The final project will be a comprehensive PDF presentation featuring each of the semester long projects with all previous feedback and learnings considered.

Weekly Schedule

Week 1: Course Introduction + Selling in a Digital World

- Discussion 1 and 2

Week 2: Leads are People

- Discussion 3 and 4
- Semester-Long Project Companies Requested

Week 3: Defining Brand Vision & Architecture

- Discussion 5 and 6

- Semester-Long Project Companies Assigned
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Week 4: Setting & Measuring Business Goals

- Discussion 6 and 7
- Project 1 Due: Brand Vision Architecture

Week 5: Digital Footprint Part 1 - Copywriting + Design, Content Strategy / Earned Media

- Discussion 7 and 8
- Project 2 Due: KPI Dashboard
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Week 6: Digital Footprint Part 2 - Paid Media

- Discussion 9 and 10
- Project 3 Due: Communications Strategy

Week 7: Converting Prospects to Leads

- Discussion 11 and 12
- Project 4 Due: Earned & Paid Media

Week 8: Transforming Leads to Customers

- Discussion 13 and 14
- Project 5 Due: Landing Page

Week 9: SPRING BREAK!

Week 10: Transaction vs. Relationship Marketing + Nurturing Relationships

- Discussion 15 & 16

Week 11: Nurturing Relationships

- Discussion 17 & 18
- Project 6: Welcome Email

Week 12: The Brand Experience - Part 1(Digital)

- Discussion 19 & 20
- Project 6: Secondary Emails

Week 13: The Brand Experience - Part 2 (Product)

- Project 7: Customer Journey Map

Week 14: Brand Loyalists, Ambassadors & Influencers

- Discussion 21 & 22

Week 15: April 16 - April 22

- Discussion 23 & 24
- Project 8: Loyalty Strategy + Surprise & Delight

Week 16: April 23 - April 29

- Final Project

Grade Distribution

- Discussions - 1300 possible points (50 pts each) - 20%
- Projects - 800 possible points (100 pts each) - 50%
- Final Project - 200 possible points - 30%

Grading

The final grade will be awarded as follows.

A	100% to	92.5%
A-	< 92.5% to	89.5%
B+	< 89.5% to	86.5%

B	< 86.5%	to	82.5%
B-	< 82.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	72.5%
C-	< 72.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	62.5%
D-	< 62.5%	to	59.5%
F	< 59.5%	to	0%

Current UF grading policies for assigning grade points:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>