



## Mastering Digital: a toolkit for marketing books in Aotearoa

Type of session	Session number	Dates
In person workshops	1 4	16 November 4 April
Webinar	2 3 7	28 November 13 February 18 June
One on one Zoom	5 6	To be decided between participants and The Classroom

### Core content schedule

*This is an overview of topics to be covered over the next six months with an indicative schedule. Depending on the in-session discussion and group needs, these may shift between sessions to allow the group to focus more deeply on aspects the group finds particularly useful.*

Foundations	Session
Digital marketing landscape	1
Notes on current book market	1
Book keywords and search data	1
Social Media	
Social Media content & strategy	1
Influencers	1
Content marketing	1
Social media ads	2 & 3
Dawson Marama facilitation	
Considerations for digital marketing and connecting with Māori audiences	4
Case study guest speaker	4
Community	
Connecting with communities	4
Email marketing	4
Event marketing	4
Technical	
Google ads	7

Chat GPT	4
Search engine optimisation	7
Website strategy, principles and design	4
Analyse and optimise	7

**One-on-one sessions**

Topics for these will be each participant's choice and can focus on specific projects that you are undertaking in the course of your role, if you choose.