

WEBINARS, TEMPLATES + GUIDES

# Create resources for Girls in Marketing



**Girls in Marketing Membership**

An accessible learning platform for junior to mid-level marketers



# What is the Girls in Marketing membership?

**01**

## **A PLACE TO LEARN**

Marketers can complete courses, learn new skills + access templates to support their job

**02**

## **A PLACE TO HEAR FROM EXPERTS**

Marketers can meet + learn from industry experts at monthly virtual events.

**03**

## **A PLACE FOR COMMUNITY**

Marketers can meet like-minded women in a safe space and get community advice.



WE'D LIKE YOU TO  
CREATE THIS

# Courses

—

## **PRACTICAL COURSES**

Focuses on completing a certain marketing task

Contains practical templates to help marketers carry out a task then and there

—

## **THEORETICAL COURSES**

Focuses on the theory and learning behind the practical marketing

Contains reflective worksheets

# Each practical course contains...

-  
**X 2 GUIDES**

-  
**X 3 TEMPLATES**

-  
**X 2 RECORDED WEBINAR  
PRESENTATIONS**

-  
**X 1 PLATFORM  
TUTORIAL (IF  
APPLICABLE)**

PLEASE NOTE: THIS IS JUST A MINIMUM, FEEL FREE TO CREATE  
MORE IF YOUR TOPIC NEEDS IT



# Plus...

-

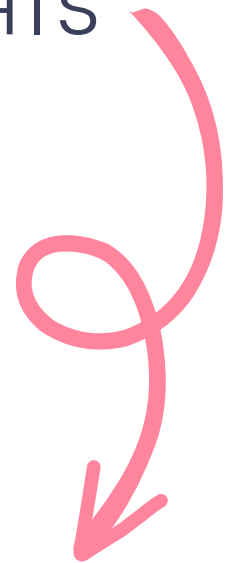
**X 10 QUIZ  
QUESTIONS!**

THIS MEANS MEMBERS GET A  
BADGE ON COMPLETION AND ARE  
MORE LIKELY TO SHARE YOUR  
AMAZING HARD WORK!



# Quiz Questions

MAKE YOUR 10  
QUIZ QUESTIONS  
TRUE OR FALSE  
LIKE THIS

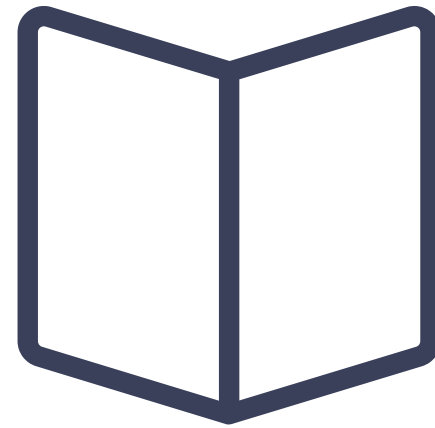


The screenshot shows a user interface for 'Girls in Marketing MEMBERSHIP'. On the left is a navigation menu with options: Start Here, My Dashboard, Courses, Templates, Topics, Events, Community, and 1:1 Drop Ins. The main content area is divided into 'Module 2' and 'Module 3'. Module 2 includes: GDPR Requirements, GDPR Responsibilities, Data Controllers vs Data Processors, Data Subject Rights, and Information Privacy Notices. Module 3 includes: How to Incorporate GDPR into Your M..., Marketing and Data Protection: Dos a..., and Examples. Below these is a 'Quizzes' section with one item: 'Get Your Certificate (GDPR)'. The quiz content is titled 'Get Your Certificate (GDPR)' and includes the text: 'The Fundamentals of GDPR > Get Your Certificate (GDPR)', 'Are you ready to test your knowledge of GDPR? Take this true or false quiz to see how much you learned along the way!', 'In order to receive your certificate, you must score 80% or higher on the quiz! Try as many times as you like. Best of luck!', and the question 'Information security is not a legal requirement.' with two radio button options: 'True' and 'False'. A 'Next' button is located at the bottom right of the quiz area. In the top right corner of the dashboard, there are icons for a star, '80 Points', a refresh icon, a share icon, and a user profile icon.

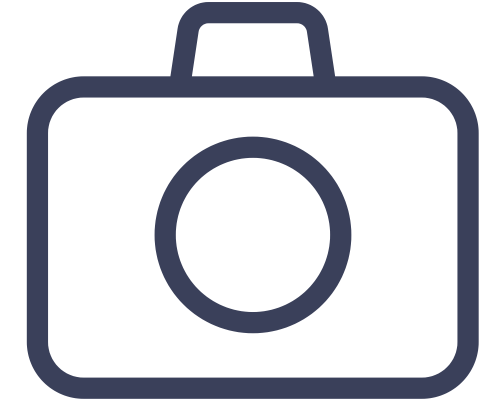


# Resource breakdown

Each Girls in Marketing course contains the following types of marketing resources including guides, webinars, templates and platform tutorials.



**GUIDES**



**WEBINARS**



**TEMPLATES**



**TUTORIALS**

# Guides



Guides are written blogs that provide detailed value on a certain marketing topic. Guides usually accompany courses and they share additional tips and tricks, outline strategy plans or provide helpful checklists.

An informative blog

Can include a checklist

Between 500 - 700 words

Can include any contextual information on a topic

Shares tips and tricks

Directs to another resource you have created

Clear step-by-step guide for marketers to follow

Is clearly structured and proofread



# Webinars



Webinars are pre-recorded videos that follow a presentation deck relevant to your topic of choice.

Follow a presentation deck

Clearly structures slides

Introduce yourself + your talk

PDF slides to accompany video

Shares tips and tricks

Includes subtitles or transcript

Adds value for marketers

Is recorded with camera

# Templates



Templates assist marketers in carrying out a certain marketing or reporting task

Is made on Google Sheets with the option to download as CSV

OR is made on a simple document and sent as editable version

Helps marketers carry out a certain task (e.g. report, write a proposal, review a strategy)

Has a clear how-to-use guide

Has a video to accompany how-to-use guide if the template needs explaining

Above should includes subtitles or transcript

# Tutorials



Tutorials are only necessary if your chosen topic requires the need to explain a particular platform or tool

Video demo to explain a platform or tool

Includes subtitles or transcript

Is recorded with camera

Clearly explains a step-by-step process (e.g., how to schedule posts or start a campaign)

# Example

YOUR FACE WILL BE HERE

**Girls in Marketing**  
MEMBERSHIP

- Start Here
- My Dashboard
- Courses
- Templates
- Topics
- Events
- Community
- 1:1 Drop Ins

80 Points

PRACTICAL COURSE

## Build an Effective CRM System

View Course details

**28% Complete**  
Last activity on 10/01/2023

In Progress

Continue

Course Includes

7 Lessons

Customer relationship management is the key to your marketing and sales progress so let's learn how to build an effective CRM system from a Business Consultant, Chelsea Cox.

### Course Content



# Example

The screenshot shows a course interface for 'Girls in Marketing Membership'. The course title is 'Build an Effective CRM System', which is 28% complete (2/7 steps). The current lesson is 'How to Build an Effective CRM System', marked as 'Complete'. The page content includes an introductory paragraph, a paragraph about Chelsea Cox's experience, and a video player with a thumbnail titled 'HOW TO BUILD AN EFFECTIVE CRM'.

**Girls in Marketing MEMBERSHIP**

- Start Here
- My Dashboard
- Courses
- Templates
- Topics
- Events
- Community
- 1:1 Drop Ins

Build an Effective CRM System > How to Build an Effective CRM System

LESSON 1 OF 7 **Complete**

## How to Build an Effective CRM System

If you're not familiar with the processes and practises of customer relationship management, this webinar is the best place to start.

Powerhouse Chelsea Cox has had over 20 years of experience in business and partnerships, and now advises businesses with their own development strategies and how to handle customer relations.

Watch the webinar to understand the link between CRM and marketing.

HOW TO BUILD AN EFFECTIVE CRM

YOUR VIDEO  
WEBINARS  
WILL LOOK  
LIKE THIS



# Example

The screenshot shows a course interface for 'Build an Effective CRM System'. The left sidebar contains navigation options: Start Here, My Dashboard, Courses, Templates, Topics, Events, Community, and 1:1 Drop Ins. The main content area shows a list of topics with progress indicators:

- How to Build an Effective CRM System
- CRM Top Tips Cheat Sheet
- 5 Key Benefits of CRM
- 3 Key Areas to Use CRM as a Marketer
- CRM Tracking Template
- Monthly CRM Review Template
- CRM Data Analysis Monthly Checklist

The right side of the interface shows the course title 'Build an Effective CRM System > CRM Top Tips Cheat Sheet', a progress indicator 'LESSON 2 OF 7' with 'In Progress' status, and a 'Mark Complete' button. A red arrow points from the 'Mark Complete' button to the 'CRM Top Tips Cheat Sheet' item in the list.

Build an Effective CRM System > CRM Top Tips Cheat Sheet

LESSON 2 OF 7

In Progress

## CRM Top Tips Cheat Sheet

When it comes to building your customer relationship management system, you should know some of the top tips and things to remember.

**Access the cheat sheet here** and get your CRM on the right track.

Mark Complete

MEMBERS CAN  
DOWNLOAD OR  
COPY YOUR  
TEMPLATES



# Example



## CRM TOP TIPS

- REMEMBER CRM IS AN OPPORTUNITY TO DEVELOP YOUR ROLE
- USE IT DAILY TO KEEP YOUR CONTACTS
- UPDATE YOUR CONTACTS
- ANALYSE YOUR CRM AND REVIEW HOW EFFECTIVE IT IS FOR YOU
- STAY IN TOUCH WITH YOUR CONTACTS QUARTERLY
- CREATE VALUE LED CONTENT FOR YOUR CONTACTS
- DON'T DISCOUNT HUMAN CONNECTION IN CRM
- USE A CRM PLATFORM THAT SUITS YOUR OWN BUSINESS



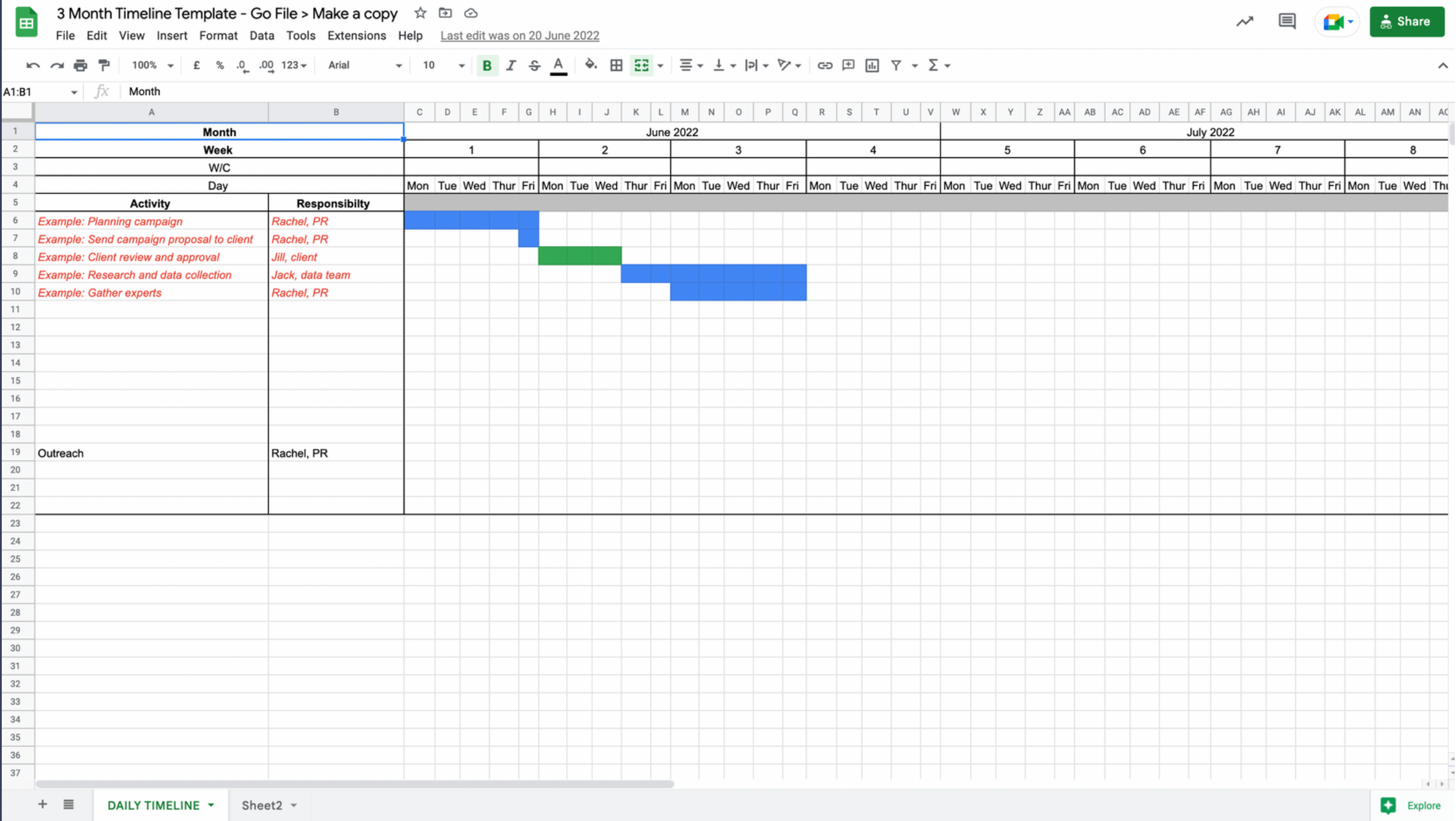
## CRM DATA ANALYSIS MONTHLY CHECKLIST

MONTH .....	TICK WHEN COMPLETE	DATA
1. AMOUNT OF CONTACTS ON RECORD	<input type="checkbox"/>	
2. TOP CONTACT INDUSTRY	<input type="checkbox"/>	
3. AVERAGE FINANCIAL VALUE OF MONTH	<input type="checkbox"/>	
4. CONVERSION % RATE	<input type="checkbox"/>	
5. RESPONSE % RATE	<input type="checkbox"/>	
6. CLICK THROUGH RATE IF APPLICABLE	<input type="checkbox"/>	
7. HOW MANY CONTACTS CONTACTED THIS MONTH?	<input type="checkbox"/>	

YOUR  
DOWNLOADABLE  
TEMPLATES OR  
CHECKLISTS MIGHT  
LOOK LIKE THIS



# Example



OR THIS





# Example

The screenshot shows a course interface for 'Girls in Marketing Membership'. The course title is 'Build an Effective CRM System', which is 28% complete (2/7 steps). The current lesson is '5 Key Benefits of CRM'. The page content includes an introduction to CRM, a definition of CRM, and a section on how it helps. A red arrow points from the text 'AND YOUR WRITTEN GUIDES WILL LOOK LIKE THIS' to the '5 Key Benefits of CRM' section.

**Girls in Marketing MEMBERSHIP**

Start Here  
My Dashboard  
Courses  
Templates  
Topics  
Events  
Community  
1:1 Drop Ins

80 Points

Build an Effective CRM System > 5 Key Benefits of CRM

LESSON 3 OF 7

**Build an Effective CRM System**

28% Complete  
2/7 Steps

- How to Build an Effective CRM System
- CRM Top Tips Cheat Sheet
- 5 Key Benefits of CRM**
- 3 Key Areas to Use CRM as a Marketer
- CRM Tracking Template
- Monthly CRM Review Template
- CRM Data Analysis Monthly Checklist

Build an Effective CRM System > 5 Key Benefits of CRM

LESSON 3 OF 7

**5 Key Benefits of CRM**

Ok let's start with the most pressing of questions... what the heck is CRM anyway?

Quite simply it's 'client/customer relationship management' – hopefully that makes it feel less scary. The term CRM is very often used to describe software, platforms or systems that allow you to **store all client and contacts details, keep updated notes** on working relationships, **forecast financial incomings**, cross sell and upsell, **build a better customer/client experience** and analyse the gaps in your client or customer journeys.

CRM is relevant to you regardless of your current job or career position, it's useful to you whether you're employed or self-employed, junior or senior in role, it gives you the valuable ability to really understand your client or contacts behaviour, conversion rate, trends and relationship development.

**How does it help?**

AND YOUR  
WRITTEN GUIDES  
WILL LOOK LIKE  
THIS



Start Here

My Dashboard

Courses

Templates

Topics

Events

Community

1:1 Drop Ins

# See what your course will look like

CLICK ME

Each course contains a range of blogs, worksheets, spreadsheets, workbooks, recorded webinars, templates and more! Follow them step-by-step to unlock your marketing potential

Learn About Our Courses

Continue Course

# To recap:

WE'LL NEED YOU TO CREATE THE FOLLOWING RESOURCES IN ORDER TO RELEASE YOUR VERY OWN PRACTICAL COURSE

—  
**X 2 GUIDES**

—  
**X 3 TEMPLATES**

—  
**X 2 RECORDED WEBINAR PRESENTATIONS**

—  
**X 1 PLATFORM TUTORIAL (IF APPLICABLE)**

**+ 10 TRUE OF FALSE QUIZ QUESTIONS IN A DOC**



TELL US YOUR CHOSEN  
TOPIC

GIVE US A BREAKDOWN  
OF EVERY RESOURCE  
TYPE YOU PLAN TO  
CREATE (INCLUDING  
SUBJECT/CONTENT)

SIGN OUR GUEST  
COLLABORATOR  
CONTRACT + LET US  
KNOW YOUR STANDARD  
HOURLY RATE

SEND US A HEADSHOT

GET CREATING!

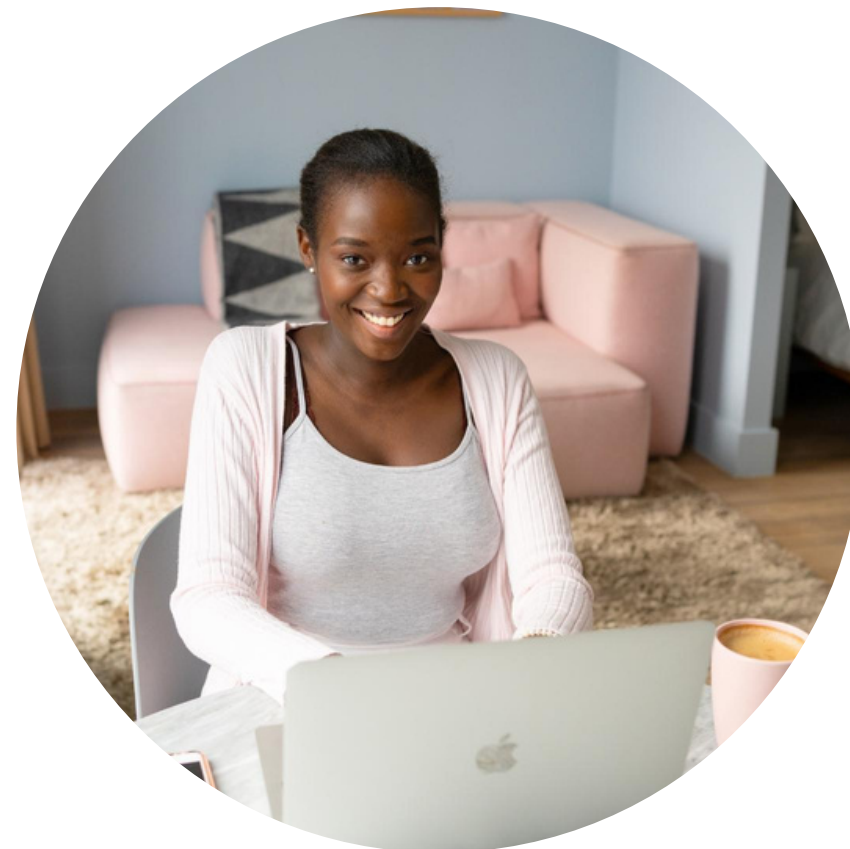
# Confirm with us...

HERE'S EVERYTHING WE NEED YOU  
TO DO NEXT





JOIN OUR INCREDIBLE  
LINE-UP OF GUEST  
RESOURCE CREATORS



CREATE RESOURCES FOR GIRLS IN MARKETING

# Get in touch



Email [members@girlsinmarketing.com](mailto:members@girlsinmarketing.com) to get involved and become a guest resource creator

