



Loop Head Tourism
Digital Academy



Zucca Films

2021 Mentoring Plan | Digital Marketing

Discussion Document

Session Type Date/s	Session Descriptor
Group Masterclass Weds 6 Jan, 9am-11am	The digital marketing strategy template
Group Masterclass Weds 20 Jan, 9am-11am	Podcasting masterclass
Group Masterclass Weds 10 Feb, 9am-11am	#LoveLoopHead content marketing planning
Group Mentoring Mon Feb 15, 9am-11am	- Open Hours – join and ask me your questions based on your digital marketing strategy - Group discussion and shared learning
Group Masterclass Weds 24 Feb, 9am-11am	Getting the most from your videos for web and social
Group Mentoring Mon Feb 22, 9am-11am	- Open Hours – join and ask me your questions based on your digital marketing strategy - Group discussion and shared learning
Group Mentoring Weds March 3 9am-11am	- Open Hours – join and ask me your questions based on your digital marketing strategy - Group discussion and shared learning
1-2-1 1 hour each (32 hours) Dates March TBC	Completing your digital marketing strategy <i>Booked in Joanne's calendar directly</i> <i>(will share link)</i>
Group Mentoring Weds 24 Mar 9am-11am	Live 2-hour Q&A with Joanne – bring your questions
Group (All) Weds 21 April, 11am-1pm (tentative)	Digital marketing strategy showcase event