



# Marketing Basics 101

Reimers Marketing Solutions Your Marketing Fix  
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## Course Overview

Marketing is the foundation of every successful brand. This course provides an introduction to branding, content strategy, social media growth, email marketing, and sales funnels. By the end of this course, students will understand key marketing principles and be able to implement them in their own businesses.

## Course Objectives

By the end of this course, students will:

- Understand the role of marketing in business success
- Learn how to build a strong brand identity
- Develop an effective content strategy
- Grow their audience using organic social media tactics
- Utilize email marketing to generate leads and sales
- Implement a basic sales funnel to convert followers into customers

## Class Breakdown

### Session 1: Welcome to Marketing 101

- Introduction to the course structure and expectations
- The power of marketing in business
  - Branding
  - Content Strategy
  - Social Media Growth
  - Email Marketing
  - Sales Funnels
- The 4P's of marketing
- **Assignment:** Comment your key takeaways from this session.

### Session 2: Branding 101 – Why No One is Buying From You

- Branding beyond logos: perception and trust

- The three key elements of branding: mission, look, message
- **Assignment:** Name a brand with strong branding and tell us why it works or why it resonates with you in the comments.

### **Session 3: Content Strategy – What to Post & Why**

- The four types of content (educational, entertaining, engaging, sales)
- Balancing value and promotion
- **Assignment:** Drop your biggest content struggle in the comments—what do you find hardest about creating content?

### **Session 4: Social Media Growth – How to Gain Followers Without Ads**

- Strategies for organic social media growth
- Engaging with your audience effectively
- **Assignment:** Share a social media tip that has helped you grow OR comment which growth strategy from today's lesson you'll try first.

### **Session 5: Email Marketing – The Business Secret Weapon**

- Why social media is borrowed land, but email is yours
- Basics of email marketing automation
- **Assignment:** Comment if you already have an email list! If not, what's stopping you?

### **Session 6: Sales Funnels – Turning Followers into Customers**

- What a sales funnel is and why it matters
- The three-step funnel (Awareness → Interest → Action)
- **Assignment:** Share one action you'll take to improve your sales funnel after this lesson!

## **Final Exam & Certification**

Students who complete all classes and pass the Marketing 101 Quiz at the end will receive an official **Marketing 101 Certificate from Reimers Marketing Solutions**. The quiz will be available on [www.reimersmarketing.com](http://www.reimersmarketing.com) at the end of the semester.