

Digital Marketing: How to Hire an Agency, Freelancer or DIY

This series will cover the key services that digital marketing agencies, freelancers and employees can provide. With each lesson, students will gain an understanding of the different types of services that exist, the pros, cons, cost and time investment that you can expect to make when you hire an agency, freelancer, or DIY.

Jelly Academy was founded by B.C. based Indigenous marketer Darian Kovacs in 2015 with a twofold goal: to make Canadian education more accessible to underrepresented groups and to equip the nation's talent pool with the digital skills that were becoming increasingly in demand. As of March 2023, 55% of Jelly Academy's graduates have been Indigenous—a 37.5% increase from the previous year.

Indigenous Tourism BC is happy to support enrollment in this dedicated training series for Indigenous tourism businesses, Indigenous entrepreneurs and First Nations communities in BC. It is fully funded for eligible participants.

Applications can be submitted here: <https://forms.office.com/r/FU1SxHAJRu>

Cohort 1:

Live workshops online, Thursdays 11:30am - 12:30pm, May 8 - June 12, 2025

- May 8: How Digital Marketing Can Help Your Business
- May 15: Digital Advertising: Agency vs. Freelancer vs. DIY
- May 22: SEO: Agency vs. Freelancer vs. DIY
- May 29: Public Relations: Agency vs. Freelancer vs. DIY
- June 5: Website Development: Agency vs. Freelancer vs. DIY
- June 12: Multimedia: Agency vs. Freelancer vs. DIY

Course Content

Lesson 1: How Digital Marketing Can Help Your Business (45 minutes)

In this module we cover the key services that digital marketing agencies and freelancers can provide, and how each can support your business. Students will gain an understanding of the different types of services that exist, such as digital advertising, vs. those who are focused on creating content such as video, photos and graphics.

Key Learning Objectives:

- Understand the services that agencies and freelancers provide, and how each benefits a business
- Understand what areas of digital marketing you may be able to DIY

Lesson 2: Digital Advertising: Agency vs. Freelancer vs. DIY (45 minutes)

In this module we cover the pros, cons, cost and time investment that you can expect to make when it comes to implementing digital advertising with either an agency, freelancer, or DIYing it. Digital Advertising allows businesses to run campaigns on TikTok, Facebook, Instagram, YouTube, Google, and more.

Key Learning Objectives

- Learn about different tools and tactics to source these vendors
- Learn how to verify a vendor's credibility through public reviews
- Learn the pros, cons, time and cost investment between Agencies, Freelancers and DIY
- Learn the next steps to DIY your digital advertising

Lesson 3: SEO: Agency vs. Freelancer vs. DIY (45 minutes)

In this module we cover the pros, cons, cost and time investment that you can expect to make when it comes to implementing Search Engine Optimization (SEO) with either an agency, freelancer, or DIYing it. SEO helps a business's website rank in search engines such as Google for free, when a user searches something related to that business's products or services.

Key Learning Objectives

- Learn about different tools and tactics to source these vendors
- Learn how to verify a vendor's credibility through public reviews
- Learn the pros, cons, time and cost investment between Agencies, Freelancers and DIY
- Learn the next steps to DIY your SEO work

Lesson 4: PR: Agency vs. Freelancer vs. DIY (45 minutes)

In this module we cover the pros, cons, cost and time investment that you can expect to make when it comes to implementing Public Relations with either an agency, freelancer, or DIYing it. Public Relations tactics help a business thrive in the public eye. This includes putting together newsworthy press releases and distributing them to the press, finding key news bulletins that relate to a business, and putting together strong influencer marketing campaigns to promote a business's products or services authentically.

Key Learning Objectives

- Learn about different tools and tactics to source these vendors
- Learn how to verify a vendor's credibility through public reviews
- Learn the pros, cons, time and cost investment between Agencies, Freelancers and DIY
- Learn the next steps to DIY your PR work

Lesson 5: Website Development: Agency vs. Freelancer vs. DIY (45 minutes)

In this module we cover the pros, cons, cost and time investment that you can expect to make when it comes to developing a website with either an agency, freelancer, or DIYing it. There are a number of different content management systems (CMS) that can be used to develop websites, such as Wordpress, Squarespace and Shopify. This module will help students understand whether an agency, freelancer or DIYing it, is best for their website build based on budget and requirements.

Key Learning Objectives

- Learn about different tools and tactics to source these vendors
- Learn how to verify a vendor's credibility through public reviews
- Learn the pros, cons, time and cost investment between Agencies, Freelancers and DIY
- Learn the next steps to DIY building your website

Lesson 6: Multimedia: Agency vs. Freelancer vs. DIY (45 minutes)

In this module we cover the pros, cons, cost and time investment that you can expect to make when it comes to creating multimedia assets with either an agency, freelancer, or DIYing it. Similar to website development, there are a wide array of agencies and freelancers that produce these visual assets, all with different production capabilities. In this module students will learn how to determine which vendor (or DIYing) is right for them based on their needs and budget.

Key Learning Objectives

- Learn about different tools and tactics to source these vendors
- Learn how to verify a vendor's credibility through public reviews
- Learn the pros, cons, time and cost investment between Agencies, Freelancers and DIY
- Learn the next steps to DIYing your multimedia assets