



The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

THE DIRECT MARKETING ASSOCIATION OF NORTHERN CALIFORNIA

WEBINAR

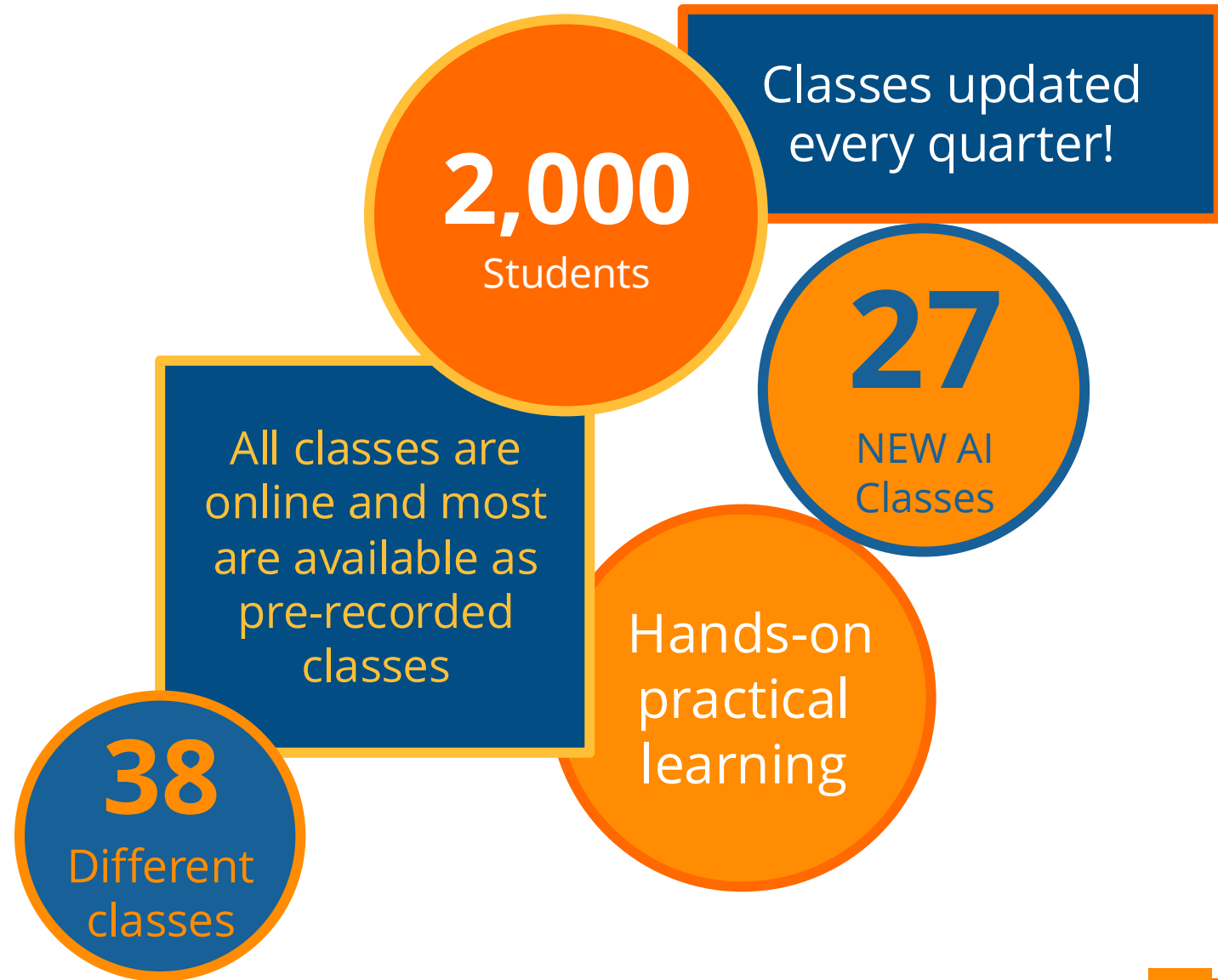


2026 – ABOUT US

The Direct Marketing Association of Northern California was formed to educate and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.

We have evolved to offer best-in-class live online education worldwide through our courses and certification program, taught by world-renowned instructors. More than 2,000 marketing professionals registered for workshops in 2025 and took advantage of over 38 workshop topics.

All courses are updated every quarter to reflect the latest marketing techniques.



2026 DIGITAL MARKETING WORKSHOPS AT DMAnc.org



AI FOR DIGITAL MARKETING

- [Human-First AI Editing for Marketers Bootcamp](#)
- [AI Claude Bootcamp for Marketers](#)
- [How to AI-Generate Marketing Images with ChatGPT and Nano Banana Bootcamp](#)
- [AI for Creative & Critical Thinking in Content and Campaign Development Bootcamp](#)
- [Video Production and Scriptwriting Using AI: A Masterclass](#)
- [AI Essentials for Social Media Bootcamp: Planning, Content & Analytics](#)
- [AI Image and Video Creation for Marketers Bootcamp](#)
- [AI in Copywriting Masterclass – 2026](#)
- [ChatGPT for Digital Marketers Bootcamp](#)
- [Advanced ChatGPT Prompt Writing for Marketers](#)
- [How to Build a Custom Brand GPT and Plugin Bootcamp](#)
- [AI-Powered Campaign Building Bootcamp](#)
- [AI-Powered Campaign Optimization Using Customer Behavior Bootcamp](#)
- [AI-Powered Creative Development Masterclass](#)
- [AI Content Marketing Masterclass 2026](#)

- [AI-Powered Blog & Social Posts Bootcamp](#)
- [AI Copilot Bootcamp for Marketers](#)
- [Gemini for Digital Marketers](#)
- [AI-Powered Google Ads Bootcamp: Master Search & Performance Max](#)

ORGANIC & PAID SOCIAL MEDIA

- [AI-Powered Meta Advertising Masterclass](#)
- [Social Media Marketing Strategy Bootcamp 2026](#)
- [Video Production for Social Media Masterclass](#)
- [LinkedIn Advertising Masterclass](#)
- [B2B Social Playbook: Tactics, Trends & Tools for 2026 and Beyond](#)

SEARCH ENGINE MARKETING & DIGITAL ANALYTICS

- [AI-Assisted Marketing Analytics](#)
- [Marketing KPI Reporting with Looker Studio](#)
- [Google Analytics 4 for Digital and AI-Driven Marketing](#)
- [AI SEO Content Repair Workshop: Fix What's Blocking Traffic, Rankings & AI Visibility](#)
- [AI Technical SEO Workshop](#)
- [SEO in the Era of AI Answer Engines – A Roadmap for AEO, GEO, and AEM Strategies](#)

- [Social Media Audit Bootcamp for 2026](#)
- [Proving & Predicting Content Marketing KPIs and Impact in the Age of AI Search Masterclass](#)

EMAIL MARKETING

- [AI-Powered Email Marketing Masterclass](#)

CONTENT MARKETING

- [Storytelling in Branding and Content Marketing Masterclass](#)
- [Digital and Advertising Copywriting Masterclass](#)
- [Content Marketing in the Age of AI Search Masterclass](#)
- [YouTube Channel Strategy and Production Masterclass](#)

B2B MARKETING

- [New Age of B2B Marketing Using AI and Agentic Workflows in Revenue Orchestration](#)



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LUAN WISE



- Chartered Marketer, Fellow of the Chartered Institute of Marketing (FCIM)
- 25 years experience in agency, client-side and consultancy roles
- Award-Winning Author, PhD Candidate
- LinkedIn Learning Course Instructor, Meta Lead Trainer
- DMANC course instructor: LinkedIn Advertising, AI Essentials for Social Media, Social Media Audit, Instagram, B2B Social Playbook

STOP, START, SCALE

Making Social Media Work in 2026 and Beyond

STOP

What should we stop?

START

What should we start?

SCALE

What deserves more investment?

WHAT ARE WE TRYING TO ACHIEVE?

More focus. Better decisions.



THREE CHANGES SHAPING SOCIAL MEDIA

What's changing?

1

ALGORITHM

How platforms decide what people see

2

AUDIENCE

How people discover, consume and share content

3

AI

How content is created, understood and discovered

ALGORITHM

The algorithm is getting better at understanding context

- Content
- Conversations
- Interests
- Relationships
- Behavior

What this means:

Relevance matters more than simply being present.

AUDIENCE

The audience isn't standing still

- Discovery happens beyond the feed
- Search is part of social behavior
- Sharing is more likely to be private
- Expectations of relevance are higher

What this means:

Think about what people want to do with your content.

AI

AI is changing both sides of social

Creating	Understanding
Ideas	Content
Images	Intent
Video	Relevance
Copy	Recommendations
Variations	Discovery

What this means:

More content ≠
more value.

SO WHAT DO WE DO WITH ALL OF THAT?

This is where **Stop, Start, Scale** comes in.

STOP

What no longer
earns its place?

START

What is worth
testing?

SCALE

What deserves
more attention?

STOP

Stop doing things simply because you've always done them.

STOP

Look for:

Activity with no clear purpose

Content formats that consistently underperform

Metrics that don't connect to outcomes

Platforms your audience doesn't use meaningfully

Tactics that consume disproportionate time

Content created to fill the calendar

START

Start responding to how people actually use social media.

START

**Create for sharing and saving,
not only liking**

**Focusing on keywords (no
longer hashtags)**

**Experiment where there's a
clear hypothesis**

SCALE

Don't spread effort evenly. Find what's already working.

SCALE

Look at:

Topics

Formats

Platforms

Audiences

Campaigns

People

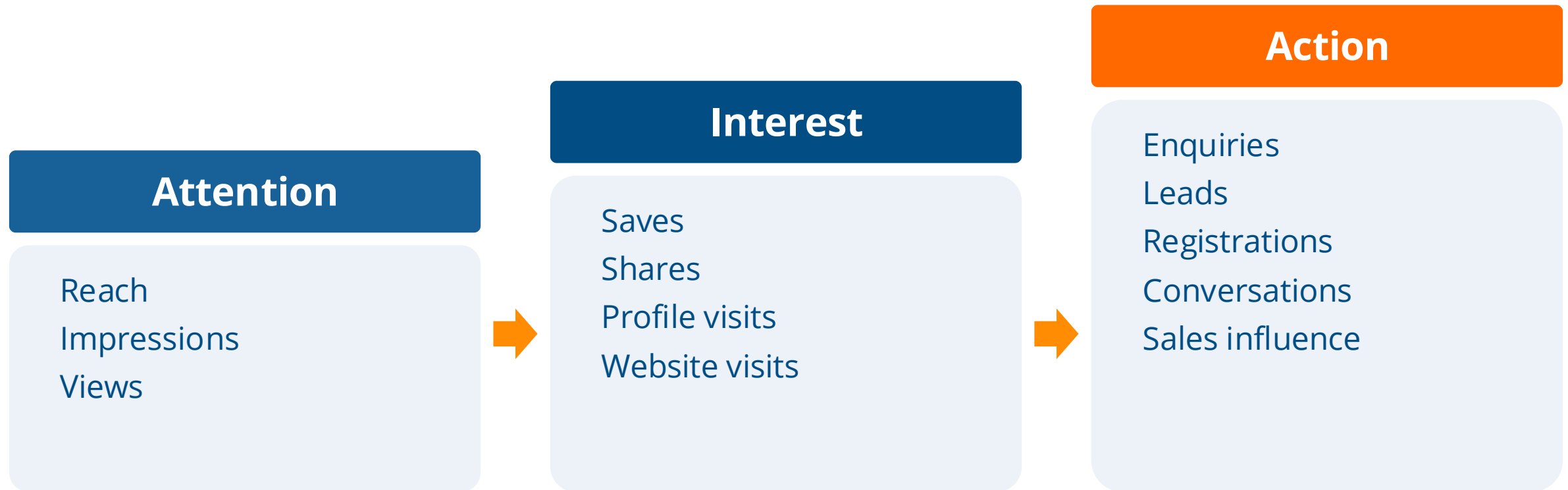
Partnerships

Then ask:

What deserves more investment?

MEASURE WHAT MATTERS

Don't confuse visibility with value.



YOUR STOP-START-SCALE REVIEW

STOP

What has lost value?

What takes too much effort?

What are we doing from habit?

START

What new opportunity is worth testing?

What has changed?

What does our audience need?

SCALE

What is already working?

Where are we seeing meaningful impact?

What deserves more resource?

One decision in each column is better than another 20 ideas.

A SIMPLE DECISION FILTER

Before adding anything to the plan, ask:

- | | | |
|---|------------------|--|
| 1 | Audience | Do our people care? |
| 2 | Objective | Does it help us achieve something important? |
| 3 | Evidence | What tells us this is worth doing? |
| 4 | Resource | Is the return worth the effort? |
| 5 | Learning | What will we know if we try it? |

THE GOAL ISN'T TO DO MORE

Make fewer, better decisions.

STOP

Remove what isn't earning its place.

START

Test what could create new value.

SCALE

Invest more in what is already working.

**Social media will keep changing.
Your decision-making needs to keep up.**



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Q&A

CONTACT US

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THANK --- YOU!