DIGITAL MARKETING
ACADEMY

This four-part, live, and trainer-led online Digital Marketing Intensive course is ideal for marketeers seeking an introduction into the world of digital marketing campaigns. Quick and easy-to-follow, this course will give you all the essential skills you need to successfully drive your online marketing initiatives and update your marketing know-how.

Key Learning Benefits:

Develop an unbeatable digital strategy
Well-established tactical frameworks

Create Google Ads and social media campaigns
Achieve outstanding marketing and advertising results

Use content rate optimization techniques
Ensure your content drives conversions

5 x 2 hour live sessions
10 Hours Total learning time
100% Trainer-Led
Price: $550

To Book *send a mail with your preferred course dates to the email address below:*

DIGITAL MARKETING ACADEMY

COURSE PROGRAM OVERVIEW:
Class 1

Digital marketing planning:

- Digital marketing benefits: Learn how to build new opportunities for your business
- Build an effective framework: Support your digital marketing plan
- Identify clear goals and find out which KPIs you need to measure them
- Determine your target audience and examine the best ways to how to create audience personas
- Content and platforms: Recognize the best ones for your campaigns

Content planning:

- Ensure your content is aligned with all aspects of your social media plan, including goals, resources and scheduling
- Types of content: Discover which sort is needed to funnel visitors through the conversion process and generate solid leads
- Types of media: Which works best in digital campaigns
- Be a thought leader: Learn why engaging with the community and keeping up with the latest news in your field can benefit your business

Introduction to Google Analytics:

- Explore Google Analytics functions and get a detailed rundown of its features
- Initial set up: Find out how to create new accounts, management permissions and user-based options
- Track and filter: Learn how to track the information that's important to you and how you filter the data to get greater insight
- Get on top of updates: Review recent changes to the tool's interface
- Extra help: Discover where you can get instant help with list of useful online resources

Content resources:

- Create a calendar: Ensure that content is ready at the right time
- Schedule effectively: Examine the way in which post timing and frequency effects your audience's response and the tools you can use to help you manage content delivery
- Corporate blogging: Take a look at the benefits of corporate blogging with practical pointers on where to go for more help

Class 2
SEO

Understanding Search Engine Optimization (SEO)

- Importance of SEO: Discover why SEO is crucial to delivering your marketing strategy
- SEO strategies: Gain an insight into different SEO strategies and how they should be used
- Page rankings: Explore how search engines rank pages
- Keyword choice: Find out how to choose the best keywords for your campaign and audience
- Preparing for search engines: Examine the key elements you need to optimize to make your site search-engine friendly
- What is link building? Understand what quality link building is and how it connects to SEO
- Be prepared: Discover how to future-proof your online real-estate against new Google algorithms

Social media planning:

- Social media tactics: Learn how to build a successful social media strategy
- Which platform? Choose the most suitable social platform for your brand or client
- Pay attention: Find out how you can become a good 'social listener' and why it's important
- Community know-how: Examine how you can actively engage with your audience by building a community and why you shouldn't be afraid of negative feedback
- Advertising on social media: Discover how to boost your community's organic growth with paid ad solutions

Marketing via email marketing

- Email marketing: Realize the unique advantages of internet mail shots
- Email marketing plans: Find out which approach best suits your audience
- Opt-in marketing: Examine best-practice methods
- Acquisitions: Understand the best way to gain new customers via email
- Automatic procedures: Explore how to automate certain aspects of your email marketing activity
- Better emails: Identify how you can improve the design and content of your emails

Class 3
Using Google Ads

- Google Ads updates: Explore the latest developments to Google Ads' products
- Boost ROI: Discover how to get maximum return on investment when creating Google Ads campaigns
- Search or display ads? Identify which type of Google Ad is better for your campaign
- Cost of Google Ads: Explore how Google Ads charges work
- Keyword bids: Ensure that your keyword-bidding tactics match your marketing needs
- Raise your Google Quality Score score: Understand what this metric is and how you can improve it
- Write ads that work: Create ad copy that drives traffic to your site

Advertising on social media

- Facebook: Effectively target your chosen audience on the world's biggest social platform
- Twitter: Explore the power of Promoted Tweets and Accounts on Twitter
- LinkedIn: Tap into to LinkedIn's network of B2B and B2C users
- The best of the rest: Learn about advertising opportunities on Instagram, Pinterest, and YouTube

Class 4
Optimizing conversion rates:

- Conversion rate optimization: How CRO can improve your return on investment
- The link between customer value propositions and CRO: Boost CVP to secure an increased conversion rate
- Keeping track: Find out how to monitor conversions
- Test different options: Examine how A/B split-testing can help uncover a winning formula

Using Google Analytics to measure success:

- ·Getting started in Google Analytics: Learn how to set up user accounts and profiles in Google Analytics
- ·Identify your campaign's goals: Plus choose the best metrics to track your progress towards them
- ·Key performance indicators: What KPIs are and how to create a suitable framework to monitor them
- ·Use GA in Facebook: Monitor campaigns on Facebook and other social media platforms from within Google Analytics
- ·Analysis options: Explore the choices for using each platform's own monitoring tools and review the best free and paid-for third-party solutions