Digital Marketing Fundamentals

Program Fee: $2,215

This training program is designed to provide participants with a comprehensive understanding of digital marketing principles and practices. The course covers key areas such as search engine optimization (SEO), social media marketing, content marketing, and digital advertising. Through a combination of theoretical insights and practical exercises, participants will gain the skills needed to develop and execute effective digital marketing strategies.

Course Duration: 4 Weeks (8 Sessions, 2 sessions per week)

WEEK 1: INTRODUCTION TO DIGITAL MARKETING

Overview of Digital Marketing
- Definition and evolution of digital marketing
- Key digital marketing channels and their roles
- Understanding the customer journey and digital touchpoints

Developing a Digital Marketing Strategy
- Setting SMART goals and KPIs for digital marketing
- Identifying target audiences and buyer personas
- Creating a digital marketing plan

WEEK 2: SEARCH ENGINE OPTIMIZATION (SEO) AND CONTENT MARKETING

Fundamentals of SEO
- Basics of how search engines work
- On-page and off-page SEO techniques
- Keyword research and optimization strategies

Content Marketing and Strategy
- Importance of content marketing in digital strategy
- Developing and curating engaging content
- Content distribution channels and methods

WEEK 3: SOCIAL MEDIA MARKETING AND DIGITAL ADVERTISING

Social Media Marketing
- Overview of major social media platforms
- Creating a social media strategy
- Best practices for engaging and growing your audience

Digital Advertising and PPC Campaigns
- Introduction to digital advertising (PPC, display ads, social ads)
- Setting up and managing Google Ads and Facebook Ads
- Measuring and optimizing ad performance

WEEK 4: EMAIL MARKETING, ANALYTICS, AND BEST PRACTICES

Email Marketing and Automation
- Building an effective email marketing strategy
- Creating compelling email content and campaigns
- Introduction to email marketing automation tools

Digital Analytics and Performance Measurement
- Overview of digital analytics tools (e.g., Google Analytics)
- Tracking and analyzing digital marketing metrics
- Measuring ROI and making data-driven decisions