

Introduction to Digital Marketing



Who Should Attend

Professionals who are new to digital marketing and would like to receive a comprehensive introduction and begin marketing their business online.

Objectives

- Understand the digital marketing landscape.
- Learn how to set a digital marketing strategy for your business.
- How to create and manage campaigns for Adwords, SEO, email and social media.
- Use analytics tools to measure online performance

Course Content

Introduction

- Digital Marketing landscape overview
- Customers journey
- Digital marketing channel overview

SEO

- Introduction to SEO
- Keyword research
- On Page optimisation overview
- Off Page optimisation overview
- Technical optimisation overview
- Avoiding penalties
- Creating a strategy

Biddable Media

- Introduction to Biddable Media & Adwords
- Defining a strategy
- Creating campaigns
- Writing Ad Copy
- Understanding quality scores
- Match types
- Negative keywords
- Setting a strategy

Social Media

- Introduction to Social media
- Brief platform overview
- Creating profiles
- Management tips
- Monitoring
- Social analytics
- Setting goals
- Setting strategy

Analytics

- Introduction to Analytics & Google Analytics
- Setting up Google Analytics
- Google analytics essential reports
- Filters
- Goals & Conversions

Strategy & Planning

- Creating a digital marketing strategy
- Setting goals & KPIs for your business

