

Digital Marketing Bootcamp

Learn how to set up winning campaigns using Facebook, Google, SEO, Email, Retargeting, and Google Analytics

What you'll learn

- Use digital marketing to drive business objectives
- Be able to develop concrete digital marketing campaigns
- Better understand different components of digital marketing
- Become a digital marketer
- Be able to bring more new customers through digital marketing
- Be able to retain customers through digital marketing
- Be able to use different tools to analyze and optimize digital marketing campaigns

Course Description

Whether you run your own business, or you want to begin your professional career in digital marketing, this course will provide all the fundamentals of digital marketing you'd need. Through this course, you will gain not only theoretical foundations of marketing, but also practical skills you can use right away. You will learn about the key concepts of digital marketing strategy, new user acquisition, customer retention, and analytics along with step-by-step instructions to actually set up your own marketing campaigns on Facebook, Google Adwords, and other channels.

Who this course is for:

- Entrepreneurs who want to use digital marketing to drive business success
- Small-business Owners who want to bring more success to their businesses through digital marketing
- Aspiring Marketers who would like to learn about digital marketing

Course Format: Standard Modules: 16 hours
Advanced Modules: 16 hours

Delivery Format: Class Room, On-Site, Online or Combinations

Course content

Standard Modules

1 Overview of the course:

- Overview
- Why Digital Marketing?

2 Strategy & 12 Campaign Plan Setup:

- Objective Setting
- Target Customer Analysis
- Positioning
- Consumer Decision Journey
- Channel Mix
- Insider Tip #1: Key Principle for Successful Marketing
- Course Quiz

3 Customer Acquisition (Facebook)

- Facebook Intro
- Facebook Ad Objectives
- Facebook Audience Targeting
- Facebook Ad placements
- Facebook Ad formats/Media
- How Facebook's Auction Works
- Facebook Bidding Types
- Facebook Ad Account Setup
- Facebook Pixel Setup
- Facebook Page Account Setup
- How to Set Up Ads on Facebook
- Tactics To Grow Your Fans on Facebook

4 Customer Acquisition (Google)

- Google AdWords Intro
- AdWords Account Setup
- AdWords Ad Placements
- AdWords Ad Objectives
- AdWords Audience Targeting
- How Google's Auction Works
- AdWords Bidding Strategy
- AdWords Conversion Tracking
- How To Set Up Search Ads on AdWords
- Keyword Selection for Search Ads
- Google Keyword Planner
- How To Set Up Display Ads on AdWords

- Targeting for Display Ads on AdWords
- Google Display Planner

Advanced Modules

5 Customer Acquisition (SEO)

- Search Engine Optimization (SEO) Intro
- What Is SEO? & Why Is It Important?
- Key Factors Influencing Your SEO Performance
- Keyword Research for SEO
- Keyword Generation for SEO
- On-site Optimization for SEO

6 Customer Acquisition (Content)

- Content Marketing
- Business Writing
- Story Telling
- Content Ideas (Video, Blogs, Articles)
- Integrating SEO with Blogs
- Course Quiz

7 Customer Retention

- Customer Retention Strategy Setup
- List building for Customer Retention
- Email Intro
- How To Set Up Email Campaigns on Mailchimp
- How To Set Up Automated Emails on Mailchimp
- Email Key Metrics for Optimization
- Practical Tips for Great Emails
- Retargeting/Remarketing Intro
- How Retargeting Works
- How To Set Up Retargeting Ads on Facebook
- Course Quiz

8 Analytics & Optimization

- Key Metrics to Measure
- Customer Lifetime Value
- How To Set Up Google Analytics
- Facebook Audience Insight