

DIGITAL MARKETING PROFESSIONAL

CONTENT	MODULE INFO & OVERVIEW
<p>1. Introduction to Digital Marketing</p>	<p>What's it all about? How do you reach customers? How can traditional and digital media work together to create a water-tight campaign that speaks its truth across any and every channel? What's the difference between inbound and outbound marketing?</p> <p>This module takes you through all the basics, helps you explore the buyer journey and stays rooted in practice. The goal is always to keep things clear and actionable.</p> <ul style="list-style-type: none"> • Principles of Digital Marketing • Digital Research • Developing Objectives • Cultural Research • Connecting with the Customer
<p>2. Content Marketing</p>	<p>Digital media is fascinating and powerful because it's super person-orientated, yet also data driven – you get to engage with how people think and also see how and what they do.</p> <p>This module is about creating content that speaks to people, but also about sending it out into the big wide digital world at the right time and via the right channels. Best of all, you get the superpower ability to see what works.</p> <ul style="list-style-type: none"> • Content Marketing Concepts and Strategy • Developing a Content Marketing Plan • Publishing and Distributing Content • Using Content Research to Find Opportunities • Creating and Curating Content • Metrics and Performance
<p>3. Social Media Marketing</p>	<p>It's not just social media marketing, it's a big warm pleasurable social media experience for your audience. Your brand needs to ring loud and clear through all the right platforms and we're going to show you how. Learn how to</p>

	<p>grow and engage a community around your offering. Give these people more to care about. Reach further with paid marketing and get deeper insights.</p> <ul style="list-style-type: none"> • Key Social Platforms for Digital Marketing • Growing and Engaging an Audience • Developing Data-Driven Audience and Campaign Insights • Setting up a Social Media Experience for a Business • Creating and Optimizing Social Media Campaigns
4.	<p>Search Engine Optimization (SEO)</p> <p>You must be found. Which means you must make yourself found. Search Engine Optimization is all about getting on that first Google page, staying top of the list and top of mind. Learn the tricks of the trade such as keywords, what kind of content attracts, how to create more engagement and the magical art of conversion. There is so much to 'like'.</p> <ul style="list-style-type: none"> • SEO Fundamentals • Keywords and SEO Content Plan • Measuring SEO Performance • Aligning SEO and Business Objectives • Optimize Organic Search Ranking
5.	<p>Paid Search (PPC) using Google Ads</p> <p>Pay-Per Click campaigns using Google Ads, bid auctions, how to squeeze every drop of value out of paid search campaigns, the tracking of successful conversions, Google Analytics and more – this is turbo-charged marketing practice with pinpoint precision.</p> <ul style="list-style-type: none"> • Fundamentals of Paid Search • Search Campaign Management • Paid Search Campaign Measurement • Paid Search Campaign Creation with Google Ads
6.	<p>Display and Video Advertising</p> <p>YouTube. Because we have eyes to see. Learn how to set up, manage, analyse and optimise a channel worthy of much viewing. Also release the sales power of Google Display Network and more. Visual is where it's at.</p> <ul style="list-style-type: none"> • Fundamentals of Display and Video Advertising • Google Display Network and Video Ad Formats • Creating and Managing a YouTube Channel • Creating Display and Video Campaigns • Targeting Display and Video Campaigns • Measurement and Optimization

<p>7. Email Marketing</p>	<p>Are email lists still relevant? Oh yes. An email is post sent to your virtual home address so it's important - but needs to be done properly to make sure that email gets opened and starts your target on a click-through journey of discovery. Also see how it can all be automated for max efficiency and let's not forget the all-important regulatory stuff.</p> <ul style="list-style-type: none"> • Email Marketing Fundamentals • Email Design • Testing and Optimizing an Email Campaign • Tools and Strategy • Creating an Effective Email Campaign
<p>8. Website Optimization</p>	<p>What makes a winning website? This module gives you the skills to create a simple, well-designed, optimised WordPress site that not only looks good but also delivers for your business – goals and solutions stay lined up, nice and clear. Also, let's get user-centric with best practice UX and go deep with data; activity tracking means insight - and insight is power.</p> <ul style="list-style-type: none"> • Web Design and Website Optimization • Design Principles and Website Copy • Publishing a Basic Website • User-Centered Design and Website Optimization • Website Metrics and Developing Insight
<p>9. Analytics with Google Analytics</p>	<p>Be all seeing, all knowing. This module helps you unleash the awesome capability of data. Discover what you customer wants, likes, needs and does. Go deep inside their journey so you can perfect their seamless path to purchase and beyond. This is not just great power, it is super power. (And we also cover the legal stuff because with that thrilling, addictive power comes responsibility).</p> <ul style="list-style-type: none"> • Web Analytics Fundamentals • Creating and Configuring a Google Analytics Account • Monitoring Campaigns with Google Analytics Reports • Setting Goals with Google Analytics • Analyzing and Recording Google Analytics Data
<p>10. Digital Marketing Strategy</p>	<p>We give you capability, influence, reach, data, insight and tools, tools and more tools. But you still need solid objectives, otherwise you are drunk on power, driving a high performance sports car round and round in circles on your way to the supermarket. That's why we tie it all together</p>

with a Strategy module. Have a big and clear vision of where you really want to go, and make it actionable with budget, channel and media plans, Key Performance Indicators and more.

- Digital Strategy Fundamentals
- Setting Strategy Objectives and KPIs
- Digital Strategy Research
- Developing a Creative Strategy
- Executing a Digital Marketing Strategy
- Communicating a Digital Marketing Strategy