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Digital Marketing is an asset to every organisation. It enables the professionals to develop an understanding of how to best market the products or services. Digital Marketing Certification Training is designed to provide delegates with the knowledge and skills required to become a complete digital marketer. During the training, the delegates will explore various digital marketing tools such as Google Analytics, Google Adwards Fundamentals, YouTube and Video Marketing, Digital Marketing Strategy and more. Moreover, the delegates will be able to execute their own digital marketing campaigns at the end of the training.

Prerequisites

There are no prerequisites for attending this course.

Course Objectives

Upon successful completion of the course, the delegates will:

- Be able to understand various disciplines of digital marketing including social media marketing, search engine optimisation, pay-per-click, web analytics, mobile marketing, email marketing, marketing automation, content marketing, website conversion rate optimisation and more
- Master the tools of digital marketing including Google Adwards, Twitter Advertising, Google Analytics and YouTube marketing
- Attain experience in working with projects using Google Adwards, Google Analytics, YouTube marketing and more
- Learn how to plan and execute digital marketing strategies
- Get prepared for top digital marketing certifications such as OMCA, Google Analytics, YouTube marketing, Google Adwards and Facebook marketing

Introduction

- Overview of DMCA

Search Engine Optimisation (SEO)

- Introduction to SEO
- On-Page Optimisation
- Off-Page Optimisation

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- Local SEO
- SEO Measurement
- The Changing State of SEO
- Integrating SEO with Other Disciplines

Introduction to Social Media

- Overview of Social Media
- Social Media Strategy and Planning
- Social Media Channel Management
- Social Media Management Tools
- Social Media Measurement and Reporting
- Social Advertising

Introduction to Content Marketing

- Overview of Content marketing
- Content market Strategy
- Overseeing a Content Management Program
- Content Marketing Tactics
- Social Media Platforms
- Measurement and Budget

Email Marketing

- Overview of Email Marketing
- Spam
- List Building and List Management
- Elements of an Email
- The Process of Measuring Email
- Marketing Automation
- Integrating Email with other disciplines

Mobile Marketing

- Introduction to SME
- Overview of Mobile Marketing
- Mobile Products and Services
- Promotions and Incentives
- Integration with Marketing Mix
- Mobile Advertising
- Mobile Analysis
- Rules and Regulations

Pay Per Click (PPC)

- Overview of Pay Per Click
- Psychology of Search
- Account Hierarchy
- Search Ads and Keyword Targeting
- Increasing Reach with Display Network
- Reaching Target Audiences
- The Buying Funnel
- The Paid Search Auction

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Website Conversion Rate Optimisation

- Overview of Website Conversion Rate Optimisation
- Laying the Foundations of Conversion
- Knowling your customers
- Creating the message
- Anatomy of the Landing Page
- Importance of Design
- Testing for Conversions
- Setting Bigger Picture

Introduction to Data Analytics

- Overview of Data Analytics
- Organisational Maturity
- Building Blocks
- Managerial Perspectives of Digital Analytics
- key Performance Indicators
- Segmentations
- The Analysis Process
- Marketing Management
- Experimentation and Testing
- Reports and dashboards
- The Digital Analytics Stack

Marketing Automation

- Overview of Marketing Automation
- Leap Capture and Nurture
- Automated Campaigns
- Improving Customer Life Cycle

Programmatic Buying

- What is Programmatic Buying?
- Programmatic Buying vs Traditional Paid Marketing
- Programmatic Direct vs RTB
- Programmatic Workflow
- Targeting Strategies in Programmatic
- Ad Frauds

Google Analytics

- Advanced Table Filtering
- Analytics Intelligence
- Mobile Application Tracking
- Multiple Goals and Goal Types
- Tracking Unique Visitors
- Custom Data Alerts
- Identify the Known Unknowns & Leverage Custom Alerts
- UTM Tracking Parameters Part 1: Tracking Parameter Concepts
- UTM Tracking Parameters Part 2: Tracking Parameter Examples
- Universal Analytics
- Enhanced Ecommerce

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- Introduction to AdWords
- Account Structure
- Keywords & Match Types
- Creating Text & Search Ads
- Ad Extensions
- Display Ads
- Display Targeting
- Campaign Types & Settings
- Advertising Metrics
- Bidding & Bid Modifiers
- Quality Score
- AdWords Reports
- AdWords Tools
- Optimizing Your Account

Facebook

- Understanding Facebook
- Facebook Presence and The News Feed Algorithm
- Visual and Video Content on Facebook
- Putting Facebook to Work
- Facebook Messenger
- Facebook Advertising

YouTube and Video Marketing

- Overview of YouTube and Video Marketing

Twitter

- Understanding Twitter
- Using Twitter as a Marketer
- Customer Service and Engagement Via Twitter
- Marketing on Twitter
- Understanding Twitter Advertising
- Twitter Ad Options

Digital Marketing Strategy

- Overview of Digital Marketing Strategy

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