

# Digital Marketing

Learn the latest tools of the trade on our Digital Marketing Training Course. Use Google and Facebook to grow your brand. Automate your lead generation, sales and follow-up activities. Learn opensource tools to help you put ideas into action.

## Intended audience

For anyone starting a new business or hoping to take an existing business online. Or if you're just looking to hone your current digital marketing skills and get up to speed on the latest in digital marketing tactics and resources.

## Prerequisites

Computer literate and internet literate – you should be able to create documents, read and write in english and also have a facebook / google profile or be familiar with the basic social media sites.

## After this course you should be able to

- Identify different marketing tactics applicable to businesses with an online presence
- Market your online business using best – practice tactics
- Have insight into search and social media marketing, email marketing, digital advertising
- Measure and optimise your digital marketing campaigns
- Know the 10 common mistakes made in digital marketing
- Use the hottest skills / tools to execute digital marketing campaigns

**Course Contents**Digital Marketing Training Course

# DAY 1 : Getting Started

## Understanding the Customer Journey

- Creating a Customer Avatar
- Getting Clear on the Value You Provide
- Knowing the Stages of the Customer Journey
- Preparing Your Customer Journey Road Map

## Choosing the Right Marketing Campaign

- Establishing Marketing Objectives
- Defining a Digital Marketing Campaign
- Understanding the Three Major Types of Campaigns
- Balancing Your Marketing Campaign Calendar
- Choosing the Campaign You Need Now
- Viewing Your Digital Marketing through the Campaign Lens

## Crafting Winning Offers

- Offering Value in Advance
- Designing an Ungated Offer
- Designing a Gated Offer
- Designing Deep-Discount Offers
- Maximizing Profit

# DAY 2: Using Content to Generate Fans, Followers, and Customers

## Pursuing Content Marketing Perfection

- Knowing the Dynamics of Content Marketing
- Finding Your Path to Perfect Content Marketing
- Executing Perfect Content Marketing
- Distributing Content to Attract an Audience

## **Blogging for Business**

- Establishing a Blog Publishing Process
- Applying Blog Headline Formulas
- Auditing a Blog Post

## **Taking Stock of 57 Blog Post Ideas**

- Defeating Writer's Block
- Creating Stellar Content without All the Fuss

# **DAY 3: Generating Website Traffic**

## **Building High-Converting Landing Pages**

- Exploring the Types of Landing Pages
- Creating a Lead Capture Page
- Creating a Sales Page
- Grading a Landing Page

## **Capturing Traffic with Search Marketing**

- Knowing the Three Key Players in Search Marketing
- Targeting Search Queries
- Optimizing Your Assets for Specific Channels
- Earning Links

## **Leveraging the Social Web**

- The Social Success Cycle
- Listening to the Social Web
- Influencing and Building Brand Authority
- Networking That Moves the Needle
- Selling on Social Channels
- Avoiding Social Media Mistakes
- Knowing When to Automate

## **Tapping into Paid Traffic**

- Visiting the Traffic Store
- Understanding Traffic Temperature
- Choosing the Right Traffic Platform
- Setting up Boomerang Traffic
- Troubleshooting Paid Traffic Campaigns

## **Following Up with Email Marketing**

- Understanding Marketing Emails
- Sending Broadcast and Triggered Emails
- Building a Promotional Calendar
- Creating Email Campaigns
- Writing and Designing Effective Emails
- Cuing the Click
- Getting More Clicks and Opens
- Ensuring Email Deliverability

# **DAY 4: Measuring, Analyzing, and Optimizing Campaigns**

## **Crunching Numbers: Running a Data-Driven Business**

- Leveraging the Five Google Analytics Report Suites
- Understanding Where Your Traffic Is Coming From
- Tracking the Origins of Site Visitors
- Creating Goals to See Who's Taking Action
- Segmenting Your Audience with Google Analytics
- Honing In on Your Audience
- Putting It All Together

## **Optimizing Your Campaigns for Maximum ROI**

- Understanding Split Testing
- Selecting Page Elements to Optimize
- Getting Ready to Test

- Preparing to Launch
- Calling a Test
- Knowing How a Test Performed
- Analyzing the Test

## **DAY 5 – Learn from mistakes, use latest tools**

### **The Ten Most Common Digital Marketing Mistakes**

- Focusing on Eyeballs Instead of Offers
- Failing to Talk about Your Customers (and Their Problems)
- Asking Prospects for Too Much, Too Soon
- Being Unwilling to Pay for Traffic
- Being Product Centric
- Tracking the Wrong Metrics
- Building Assets on Other People's Land
- Focusing on Your Content's Quantity Instead of Quality
- Not Aligning Marketing Goals with Sales Goals
- Allowing "Shiny Objects" to Distract You

### **Ten Trending Digital Marketing Skills to Add to Your Resume**

- Content Marketing
- Media Buying and Traffic Acquisition
- Search Marketing
- Social Media Marketing
- Community Management
- Video Marketing and Production
- Web Design and Development
- Email Marketing
- Data Analysis
- Testing and Optimization

## Ten Essential Tools for Digital Marketing Success

- Building a Website
- Hosting a Website
- Choosing Email Marketing Software
- Considering Customer Relationship Management (CRM) Software
- Adding a Payment Solution
- Using Landing Page Software
- Sourcing and Editing Images
- Managing Social Media
- Measuring Your Performance: Data and Analytics
- Optimizing Your Marketing

### Duration and pricing

In Pricing [Group A](#)

### Certificate

Read about [our certificates](#)

### Bookings

You can download the course registration form on our home page or by clicking [here](#)

### Brochure

You may download a pdf copy of this page by clicking on the pdf icon at the top of the page.

### Questions

Please [email us](#)

### Schedule

On the calendar below. If your browser doesn't display the calendar below, please click on [this link](#) or try using [Google Chrome](#), alternatively please enquire via our [Contact Us](#) page