



Certificate

Social Media Marketing 2 Months (short course)

Class Schedule

This Course Is Scheduled For 2 Months, 1 days a week

Dear Student

Our courses have been designed to kick-start or consolidate your digital marketing knowledge so you gain new skills and can progress either your desired digital marketing career path or business goals.

During our four-day classroom course, you'll immerse yourself into the digital marketing industry and explore theoretical and strategic approaches to digital marketing. The course provides practical activities and insights into the main digital channels including SEO, Social Media, PPC and Content Marketing. We also look at Web Analytics, Mobile and Video.

Course overview

Who should attend:

Whether you're new to digital marketing or a marketer looking to enhance your digital knowledge and skillset, this course (run over four consecutive days) will cover the fundamental principles of digital marketing and will provide you with an opportunity to examine the impact of these on your own business environments.

Walk away with the ability to:

- Explain how digital marketing has disrupted the traditional marketing mix
- Be aware of the online consumer journey and how to effectively target your customers
- Explain the role of the core digital marketing channels
- Set clear objectives for the different digital marketing channels
- Write a digital marketing plan

Course Agenda

Introduction to Digital Marketing Theory

- Digital marketing fundamentals
- The role of digital marketing and its impact on the traditional marketing mix
- Strategic marketing in a digital landscape
- Digital objectives
- Internal and external factors influencing strategic decision making

The Consumer Journey

- Changing consumer behaviours
- The digital marketing funnel
- Determining digital targeting strategies

Social Media Marketing

- Social media's role in the consumer journey
- Social media insights to improve your digital marketing
- Social media monitoring for better business decisions
- Social media business objectives.

Search Engine Optimisation

- The Search Marketing Landscape
- Ranking Factors
- Common SEO objectives
- Building Organic Search success

Content Marketing

- Content marketing planning and strategy
- Types of digital content
- Conducting topic research
- Creating engaging content for digital platforms
- PPC purpose and rationale
- Keywords and Match Types
- Account structure and setup
- Improving performance and Quality Score

The Google Display Network

- The Google Display Network
- Creating ads

YouTube Video Marketing

- The scale and reach of YouTube
- The key YouTube marketing formats and targeting options

Google Analytics

- Measurement Objectives
- Key Dimensions and Metrics
- Google Analytics – account setup and structure
- Google Analytics reporting and measuring success

Digital Marketing Strategies

- Choosing digital Key Performance Indicators
- Creating a digital marketing strategy
- Planning your digital marketing activity
- Data driven marketing strategies

Essential features encouraged in the learners:

- *Critical and creative, innovative thinking*
- *Having a curious mind*
- *Think out the box*
- *The ability in invent or create something independent*

ENTRY REQUIREMENT

- Computer literacy
- Internet
- English language (spoken and written)

