

Introduction to Digital Marketing Certification Training

Duration: 3+ hours; Instructor-led

WHAT YOU WILL LEARN

Through the Introduction to Digital Marketing course, you will gain a high-level understanding of Web Analytics, Search Engine Optimization (SEO), Social Media Marketing, Pay Per Click Advertising (PPC), Conversion Optimization, Content Marketing, Mobile Marketing, Marketing Automation and Programmatic Buying, enabling you to take informed decisions and strategize your online marketing efforts. This course is suitable for all business roles from fresh recruits to function heads and business owners and is the stepping stone to begin your digital marketing learning journey.

AUDIENCE

This course is ideal for:

- Fresh graduates
- Business owners
- Web Designers
- Web Marketers
- Professionals in their early career
- Marketing Professionals

COURSE OBJECTIVES

The following course will enable participants to:

- Understand the basics of digital media, its power and potential
- Discover and internalize online marketing jargons
- Basic understanding of SEO, PPC, Social Media, Web Analytics and Content Marketing
- Gain the context to take business decisions involving the digital media and online marketing
- Get ready to deep dive into advanced online marketing topics

OUTLINES

Module 1: Introduction To SEO

- Part 1 – Introduction To SEO
- Part 2 – A Model of Search Engines

Module 2: Introduction to Social Media

- Part 1 – Understanding Social Media Strategy
- Part 2 – Building A Social Media Strategy

Module 3: Introduction to Content Marketing

- Introduction to Content Marketing

Module 4: Introduction to Email Marketing

- Part 1 – Introduction to Email
- Part 2 – Basic Terminology

Module 5: Introduction to Mobile Marketing

- Introduction to Mobile Marketing

Module 6: Introduction to PPC

- Part 1 – Introduction to PPC
- Part 2 – Psychology of Search

Module 7: Introduction to Conversion Optimization

- Introduction to Conversion Optimization

Module 8: Introduction to Digital Analytics

- Introduction To Digital Analytic

Module 9: Introduction to Marketing Automation

- Introduction to Marketing Automation

Module 10: Introduction to Programmatic Buying

- Introduction to Programmatic Buying

Module 11: Introduction to Digital Marketing Test

- Digital Marketing Introduction Test