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# Digital Marketing Practitioner

## Why Attend

- The Digital Marketing Practitioner course demonstrates fundamental concepts and techniques in digital marketing to participants, with or without a previous experience in the field. This is an introductory course that focuses on the basic pillars of digital marketing. The course utilizes a variety of case studies and exercises to develop the right skills needed to create and implement effective digital and social media campaigns within an organization.

## Course Methodology

- This course is highly interactive with group exercises, case studies, and videos utilized as integral tools within the learning.

## Course Objectives

By the end of the course, participants will be able to:

- Understand the value and benefits of digital marketing
- Brainstorm, plan and launch an effective digital marketing campaign
- Create and manage social media marketing campaigns
- Create and manage Paid Search and Display ad campaigns
- Understand the basics of SEO (Search Engine Optimization)
- Understand how web analytics work

## Target Audience

- This course is suitable for digital, sales, marketing and media professionals, webmasters, web developers, key managers and any business professional with little or no previous experience in digital and social media marketing. This course is also ideal for traditional marketing professionals looking to move into a digital marketing role.

## Target Competencies

- Social media marketing
- Search and display advertising techniques
- Video marketing
- E-mail marketing
- Web analytics

### Introduction to Digital Marketing

- Digital marketing vs. traditional marketing
- Latest digital marketing trends and stats
- How to create and execute a digital marketing strategy
- Digital marketing best practices

### Search Engine Marketing (SEM) Basics: Google Ads

- Introduction to Google Ads
- Campaigns, AdGroups and Ads
- Ad editorial best practices
- Working with the keyword planner
- The different keyword match types
- Campaign and bid optimization
- Reading and analyzing Google Ads reports

### Search Engine Optimization (SEO) Basics

- SEO vs. SEM
- Key SEO tags and fields
- Onsite and content optimization basics
- Offsite optimization basics

### Social Media Marketing and Advertising

- Introduction to social media marketing
- Social media engagement best practices
- How to design effective posts
- Key social media marketing metrics
- The basics of social media advertising
- Facebook advertising basics
- Instagram advertising basics

## Display Advertising and Video Marketing

- How Display Advertising works
- Overview of the Google Display Network (GDN)
- Cost Per “Mille” (CPM) vs. Cost Per Click (CPC)
- SEO for YouTube videos

## Introduction to Email Marketing

- What is a newsletter?
- The value of email marketing
- Key metrics to know
- Email marketing best practices

## Web Analytics and Conversion Tracking

- Overview of Google Analytics
- Key traffic metrics
- Introduction to conversion tracking
- Computing your Return On Investment (ROI)

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