

Mastering Digital & Social Media Marketing

Course Contents

DAY ONE

- The Digital Marketing Platform
 - o What really is digital marketing?
 - o Digital marketing vs Traditional marketing
 - o Recent trends in the global business and marketing world
 - o The components of Digital Marketing
 - ï,§ Having a strategy
 - ï,§ Defining your audience
 - ï,§ Matching your audience and your strategy (Optimization)
 - ï,§ Selecting your digital tools
 - ï,§ Social media marketing
 - ï,§ Measuring results and making continuous changes
 - ï,§ Building a lasting and profitable relationship with your audience
 - ï,§ Going from good to great: having a cult following.

DAY TWO

- Social Media Marketing
 - o Social Media fundamentals
 - ï,§ What really is social media?
 - ï,§ How did the social media come about?
 - ï,§ How does the social media work?
 - ï,§ What are the current global trends for businesses?
 - o Facebook
 - ï,§ What really is Facebook?
 - ï,§ How big and effective is Facebook marketing?
 - ï,§ Why your company needs to be present and active on Facebook
 - ï,§ Marketing as against just placing adverts on Facebook
 - ï,§ Advanced Facebook marketing techniques
 - ï,§ Measuring your ROI
 - ï,§ Interesting Case Studies
 - o LinkedIn
 - ï,§ The Facebook exclusively for professionals and companies.
 - ï,§ How big and rewarding is LinkedIn marketing?
 - ï,§ Why your company needs to be present and active on LinkedIn
 - ï,§ Marketing strategy on LinkedIn
 - ï,§ Best practices for effective brand building on LinkedIn
 - ï,§ Measuring your ROI

- ï,§ Interesting Case Studies
 - o Twitter
- ï,§ Demystifying Twitter
- ï,§ Introducing Twitter for business
- ï,§ Finding out if Twitter will benefit you or not
- ï,§ Setting up a proper marketing campaign on Twitter
- ï,§ Measuring ROI

DAY THREE

- Google, Search Engine Optimization and Email Marketing
 - o Google Adwords
 - ï,§ What is Google Adwords
 - ï,§ Understanding how it works
 - ï,§ Why you need to have your company adverts on Google
 - ï,§ Free Google training for businesses and marketers
 - ï,§ Search Engine Optimization (SEO)
 - o Tracking your companies digital footprint
 - o Getting into the face of those who need your services/products
 - o White Hat vs Black Hat SEO
 - o Measuring ROI.
 - Email Marketing
 - o Understanding what email marketing is
 - o Available platforms businesses use
- Mailchimp
- Aweber
- Constant Contact
- Madmini
 - Tying it all together as one Strategy
 - o Fitting everything together
 - o A/B campaign segment testing
 - o More case studies.