

Introduction to Digital Marketing & Strategizing

Duration: 8 Hours (1 Day)

Target Audience:

- Marketing professionals seeking to upgrade their skills
- Small business owners wanting to grow their online presence
- Entrepreneurs desiring to promote their start-ups
- Students majoring in business or marketing
- Career changers exploring opportunities in digital marketing
- Individuals interested in understanding the digital marketing landscape

Introduction to Digital Marketing

Table of Contents:

Module 1

- Understanding your target audiences
- Websites, including analytics
- Search engine optimisation (SEO)

Module 2

- Pay-per-click advertising (PPC)
- Social media marketing

Module 3

- ☐ Email marketing
- ☐ Content marketing and blogging
- ☐ Planning ahead

Module 4

- Strategizing:
Set Clear Objectives
- Understand Your Target Audience
- Conduct Competitor Analysis
- Select the Right Digital Channels
- Develop a Content Strategy
- Allocate Budget and Resources
- Implement and Test
- Analyze and Optimize
- Stay Updated
- Measure and Report