

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**