# Digital Marketing Fundamentals

**Duration: 8 hours**

**Overview:**
Digital marketing is a skill that you can always use to make money because knowing how to reach customers and grow a business will help any company succeed. This comprehensive course will give you an overview of all the essential tools and techniques needed to succeed in digital marketing.

**Course Objectives:**

In this course, you will learn:
- Digital Marketing Strategy
- Website Optimisation
- Google Analytics
- Search Engine Optimisation
- Search & Display Advertising
- Social Media Marketing
- Video Marketing
- Email Marketing

**Course Content:**

Lesson 1: Exploring Digital Marketing
- Components of Digital Marketing
- The Marketing Funnel
- Building a Digital Marketing Strategy

Lesson 2: Website Optimisation
- What makes a website effective?
- Choosing a domain name
- Selecting a designer or developer
- Making your website convert
- Creating engaging web copy

Lesson 3: Google Analytics
- Introduction to measuring data
- Setting Up Google Analytics
- Tracking your campaigns
- Using goal tracking

Lesson 4: Search Engine Optimization
- How SEO Works

- Essential optimization techniques
- Configuring Google Search Console
- Leveraging local SEO
- Choosing to hire an SEO professional

Lesson 5: Content Marketing
- Repurposing Content
- How to Write Content that Your Customers want to Read
- Increase Discoverability with Directories

Lesson 6: Search and Display Advertising
- Introduction to Search and Display
- Signing up for Google Ads
- Understanding the Google Ads structure
- Launching text search ads

Lesson 7: Social Media Marketing
- Who's using social media?
- Marketing with Facebook
- Marketing with Twitter
- Marketing with LinkedIn

Lesson 8: Video Marketing
- Getting started with Video Marketing
- Promoting videos on YouTube

Lesson 9: Email Marketing
- What is Email Marketing
- Tools to launch successful Campaigns