KOENIG SOLUTIONS · COURSE OUTLINE

Digital Marketing Fundamentals

Learn to plan digital marketing strategy and apply website optimisation, SEO, advertising, social, video and email marketing techniques.

8 Hours	9	32
DURATION	MODULES	TOPICS

COURSE 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.

WHO THIS COURSE IS FOR

- **Digital Marketers**
- **Marketing Executives**
- **Content Marketers**
- **Social Media Managers**
- **Small Business Owners**
- **SEO Specialists**

LEARNING 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 SYLLABUS

9 Modules, 32 Topics

01

Exploring Digital Marketing

TOPICS

Components of Digital Marketing · The Marketing Funnel · Building a Digital Marketing Strategy

02

Website Optimisation

TOPICS

What makes a website effective? · Choosing a domain name · Selecting a designer or developer · Making your website convert · Creating engaging web copy

03

Google Analytics

TOPICS

Introduction to measuring data · Setting Up Google Analytics · Tracking your campaigns · Using goal tracking

04

Search Engine Optimization

TOPICS

How SEO Works · Essential optimization techniques · Configuring Google Search Console · Leveraging local SEO · Choosing to hire an SEO professional

05

Content Marketing

TOPICS

- Repurposing Content
- How to Write Content that Your Customers want to Read
- Increase Discoverability with Directories

06

Search and Display Advertising

TOPICS

Introduction to Search and Display · Signing up for Google Ads · Understanding the Google Ads structure · Launching text search ads

07

Social Media Marketing

TOPICS

Who's using social media? · Marketing with Facebook · Marketing with Twitter · Marketing with LinkedIn

08

Video Marketing

TOPICS

Getting started with Video Marketing · Promoting videos on YouTube

09

Email Marketing

TOPICS

What is Email Marketing · Tools to launch successful Campaigns

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com | info@koenig-solutions.com