

SOCAL MEDIA & DIGITAL MARKETING

Fundamentals - One Day

There is no doubt Social Media Marketing can be very effective, however - importantly - your online marketing strategy cannot be based around social media alone.

On this course you will learn how to promote your business effectively online and develop a targeted online marketing strategy that engages potential customers throughout the digital landscape, to build your brand and increase your sales.

Today's digital marketing techniques are discussed in simple, easy-to-understand terms, demonstrating how to build a successful online marketing campaign for all digital channels: search, video, social, email, and display.

You will learn how to evaluate your website, identify conversion goals, measure and interpret website analytics and identify which Social network will be the most relevant for your business.

Learn how to connect with communities, employ best practices for developing and distributing video or marketing content, and find out what makes an email marketing campaign successful.

The course concludes with examples of great content marketing, as well as recommendations for expanding your digital marketing skill set.

Topics include:

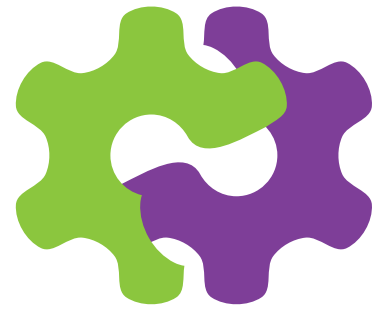
- Digital Marketing Strategies
- Reviewing your Website
- Fundamentals of Analytics
- Search Engine Marketing
- Search & Display Marketing
- Effective Social Media Marketing
- Email Marketing Essentials
- Video Marketing
- Content Marketing
- Mobile Marketing
- Video Marketing Overview
- Expanding your Digital Skill set
- Using Free Digital Tools
- Monitoring and Measuring Success
- Tools to expand your Skill Set

Full course outline on next page....

Complementary courses:

- Search Engine Optimisation
- E-Mail Marketing Essential Toolkit
- Internet Marketing & PPC

- Adobe Muse
- Joomla or Wordpress CMS
- Adobe Spark Apps



computer graphics training

Who Should Attend?

- Start-up Companies
- Business Owners
- SMEs with no in-house specialist
- In-House Marketing Personnel
- Design and advertising agencies
- Digital marketers and consultants
- Web and digital project managers

Takeaways

Some time will be spent reviewing your website, choosing the most relevant Social Media and how best to implement your marketing strategy. Introduction the various free tools that will help you maximise your marketing potential.

Comprehensive guide to Digital Marketing and Social Media.

Course Includes:

- Lunch and Refreshments
- Course Certificate
- Comprehensive Course Guide
- Unlimited Post Training Support
- All Equipment PC or Mac & Tablets
- All Software

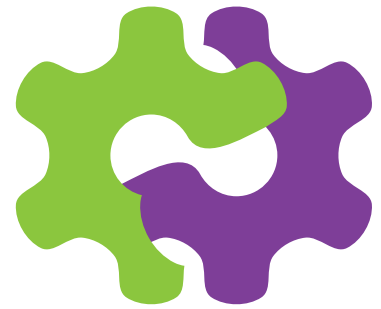
Prerequisites

This course is designed for those who have had some experience of social media or online marketing but need to enhance their skill set.

Oak Trees, Watts Cross Road,
Hildenborough, Kent TN11 8NE
01732 833004 training@cgt.uk.com
computergraphicstraining.co.uk

SOCAL MEDIA & DIGITAL MARKETING

Fundamentals - One Day



computer graphics training

MORNING

Digital Marketing Strategy

Importance of Defining Three Strategies:
Business Strategy
Brand Strategy
Plan a Digital Marketing Strategy

Exploring Digital Marketing

Definitions & Terminology
Components of Digital Marketing
Digital Marketing Landscape

Review Your Website

Is your Website Effective?
Site and Content Management
On site SEO & Content Keywords
How to make your website convert
Engaging Website Copy
Is your Site Responsive?
How to Meet Google Criteria
Site Security
Using Free Google Tools

Foundations of Analytics

Setup Google & Bing Analytics
Introduction to Measuring Data
Using Goal and Event Tracking
Use Funnel Conversion
Defining your KPI's

Search Engine Optimisation

How SEO Works
Essential Optimisation Techniques
Keyword Research Tools
Leveraging Local SEO
Using Google Business

AFTERNOON

Social Media overview

Which Social Media is right for you?
Social Media Marketing Plan
Setup Social Media Pages
Marketing with Facebook
Marketing with Twitter
Marketing with LinkedIn
Marketing with Pinterest or Instagram
Review of up and coming Social Media

Email marketing Essentials

Understanding Email Marketing
Create an Email Marketing Campaign
Customer acquisition using email marketing
Integrating Social Media
Google Analytics Integration

Content Marketing

What is content Marketing?
Create a Content Marketing Model for your business
Setting Up A Blog

Expanding Your Digital Skills et

Landing Pages for precise targeting
Running A/B Marketing Tests
A brief look at Affiliate Marketing

Conclusion

Importance of Analytics
Measuring Success
Constant Monitoring & Tracking
Analysing results & reacting
Keep abreast of the ever-changing landscape

Complementary courses:

Search Engine Optimisation
E-Mail Marketing Essential Toolkit
Internet Marketing & PPC

Adobe Muse
Joomla or Wordpress CMS
Adobe Spark Apps

Oak Trees, Watts Cross Road,
Hildenborough, Kent TN11 8NE
01732 833004 training@cgt.uk.com
computergraphicstraining.co.uk