DIGITAL MARKETING

SELF-PACED PROGRAM

STUDY AT YOUR OWN PACE

ADVANCE YOUR CAREER

REAL WORLD INSTRUCTION

Get Skilled
Get Hired
Get Promoted

High Impact, Multifaceted Training

Embark on a transformative journey with our Self-Paced Digital Marketing Training Program . Designed to be your launchpad into the dynamic realm of digital marketing, this program guarantees to equip you with the comprehensive knowledge and skills needed for a successful career, irrespective of your prior practical experience in Marketing.

Immerse yourself in a world of learning through lecture videos, engaging assignments, and quizzes. Cap it all off with a final project that puts your newfound skills to the test. Led by industry and academic experts, our Digital Marketing Program is crafted to provide a fully immersive experience, arming you with the fundamentals, key skills, and techniques essential for success in the digital marketing landscape. This is your opportunity to shape your future at your own pace, on your own terms.

WorkForce INSTITUTE

Course Overview

The Digital Marketing course is an online program that jumpstarts your career to becoming a successful Digital Marketer. You will gain complete knowledge and skills to thoroughly business

Analyze data and help leaders make important decisions, even if you have no prior practical experience working in Marketing

The course is rigorous and packed with challenges covering concepts, theories and projects but you will have all the help needed to navigate through the process in the form of academic counselling, mentor office hours and assessments. The Digital Marketing Program will provide fully immersive learning through lecture videos and content.

Invest in Acquiring the Required Skills

This program is not just a Digital Marketing training course, it is a program that focuses on giving you a successful Digital Marketing career.

At the end of this program, you will:

- Develop essential skills to improve Digital Marketing performance
- Learn the secrets, methodologies and tips and tricks used by DM experts
- Gain both theoretical and practical knowledge of the art of Marketing
- Earn a course completion certificate

Who Should Attend This Training?

The Digital Marketing course is a diverse program that caters to anyone interested in building a Digital Marketing career. Whether you're a millennial, a college grad or a diploma holder, going through any of the following career phases, this program is meant for you:

New Career Seekers:

Digital Marketing is an in-demand profession across the United States, and one that is quite lucrative if you have the right training.

Career Changers:

Think you have a knack for Digital Marketing and want to test out a different career phase? The program gives a foundational training to anyone who wants to learn about Digital Marketing right from the start.

Career Advancers:

Been in the industry for long but are not able to close more deals? The program's advance training & coaching sessions with Digital Marketing experts will empower you with the knowledge you need to improve Digital Marketing performance.

Jobs You Will Be Ready For

Here is a list of real-world jobs that you can apply this course to:

- Digital Marketing Specialist
- Social Media Strategist
- Content Marketing Specialist
- Search Marketing Specialist
- Paid Media Specialist
- SEO and SEM Specialist

Digital Marketing Program Structure

Throughout this course, you will go through lecture videos and a variety of individual exercises, in an online self-paced format.

Online Modules

Self-paced learning through online course modules within our platform allowing you the flexibility with the hours you can choose to study within the week.

Course Outline

The courseware contains various preliminary foundation lectures which teaches the basics of the subject at hand then later you gradually move on to moderate and advanced level modules. Apart from that, experiential learning is one of the phenomena followed by our bootcamp program which is ought to truly add value.

Module 1: Fundamentals of Digital Marketing

LEARNING OBJECTIVE

This module covers the fundamentals of digital marketing, including how to become a digital marketer.

- Digital Marketing Process
- Advanced Digital Marketing Concepts
- Marketing Research Models
- Objectives & Key Performance Indicators
- Marketing Channels and Media

Module 2: Target Audience Insights

LEARNING OBJECTIVE

This module will cover the basics of understanding their target audience and how to reach them.

- Audience Analysis
- Micro-moment Marketing
- User Personas
- The Customer Journey
- Audience Insights Tools

Module 3: Data Driven Marketing

LEARNING OBJECTIVE

This module will cover the basics and fundamentals of data driven marketing

- What is Data Driven Marketing
- Understanding and converting Data
- Information Management
- Market and Channel Data
- Popular Data Driven Marketing

Module 4: Digital Marketing Tools

LEARNING OBJECTIVE

This module will help you understand the difference between reach and engagement and conversion and action.

- Reach Tools
- Engagement Tools
- Conversion Tools
- Action Tools

Module 5: Data-Driven Marketing

Learning Objective:

This module will present and analyze the stage in the lifecycle of digital marketing.

- Data Management
- Digital Marketing Budgets
- Market & Channel Data
- Data Analysis & ROI

Module 6: Website & Search Optimization

Learning Objective:

This module covers website development concepts, which include web design, website codes and SEO.

- Website Development Concepts
- Website Creation & Coding
- Search Engine Optimization
- Website Conversion Strategy

Module 7: Content Marketing

Learning Objective:

This module covers the process of creating and distributing valuable content that addresses the target audience's need.

- Content Types and Strategy
- Content Asset Creation
- Blog Strategies
- ROI Driven Campaigns

Module 8: Paid Search Marketing

Learning Objective:

This module covers paid search marketing principles and strategies they should consider when creating a PPC campaign.

- Paid Search Principles
- Bid Strategies
- Search Retargeting Strategies
- Ad Creation & Structure
- Google Ads Optimization

Module 9: Social Media

Learning Objective:

The main aim of this module is to identify the strengths and weaknesses of social media platforms.

- Social Media Platforms
- Social Media Strategies
- Social Media Analytics

Module 10: Results Analysis

Learning Objective:

This module will cover Audit Process, Performance Management and Audit Reports.

- Audit Process
- Performance Management
- Audit Reports

Module 11: Social Media Platforms

Learning Objective:

This module will cover how to use LinkedIn, facebook, Instagram etc

- LinkedIn
- Facebook
- Instagram
- Twitter
- TikTok

Module 12: Social Media Campaigns

Learning Objective:

This module will cover all topics in Social Media Campaigns

- Creation
- Implementation
- Optimization
- Evaluation
- Management Tools

Module 13: Keyword Management

Learning Objective:

Keyword Management is a module that will teach them how to use keywords in their writing effectively.

- Keyword Strategies
- Keyword Research
- Keyword Organization
- Keyword Application
- Keyword Evaluation

Module 14: Google Analytics

Learning Objective:

In this module, they will learn how to set up Google Analytics on their website.

- Google Reports
- Tag Manager
- Data Studio
- Google Trends
- Attribution

Module 15: Video Advertising

Learning Objective:

This module will cover the basics of YouTube Advertising. It will also discuss Google Display Network.

- YouTube Accounts & Channels
- Google Display Network
- Optimized Video Campaigns
- Advertising Formats
- Campaign Evaluation

Module 16: Technical Content

Learning Objective:

This module will give them an overview of what technical content looks like and how it is created.

- White Papers
- Online Courses
- Case Studies
- EBooks
- Podcasts

Module 17: Mobile Marketing Strategies

Learning Objective:

This module will cover opportunities in mobile marketing strategies. It will introduce new tools and trends.

- Fundamentals
- Strategy Development
- Channel Optimization
- Design Strategies
- Content Strategies

Module 18: Mobile Application

Learning Objective:

This module will cover how digital agencies can use mobile applications as a marketing tool.

- Development
- Design
- Integration
- Evaluation
- Store Optimization