

Digital Marketing

Marketing, Sales, Customer Service
Prague (Czech)
20 - 24 Jan 2025

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Digital Marketing

Ref: 321507_131655 **Date:** 20 - 24 Jan 2025 **Location:** Prague (Czech) **Fees:** 4400 **Euro**

Introduction

The Digital Marketing course demonstrates fundamental concepts and techniques in digital marketing to participants, with or without any previous experience in the field. This is an introductory course that focuses on the basic pillars of digital marketing. The course utilizes a variety of case studies and exercises to develop the right skills needed to create and implement effective digital and social media campaigns within an organization.

Course Objectives

- Understand the value and benefits of digital marketing
- Brainstorm, plan and launch an effective digital marketing campaign
- Create and manage social media marketing campaigns
- Create and manage Paid Search and Display ad campaigns
- Understand the basics of SEO Search Engine Optimization
- Understand how web analytics work

Course Outlines

day 1

Introduction to Digital Marketing

- Digital marketing vs. traditional marketing
- Latest digital marketing trends and stats
- How to create and execute a digital marketing strategy
- Digital marketing best practices

Search Engine Marketing SEM Basics: Google Ads

- Introduction to Google Ads
- Campaigns, AdGroups, and Ads
- Ad editorial best practices
- Working with the keyword planner
- The different keyword match types
- Campaign and bid optimization

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- Reading and analyzing Google Ads reports

Day 2

Search Engine Optimization SEO Basics

- SEO vs. SEM
- Key SEO tags and fields
- Onsite and content optimization basics
- Offsite optimization basics

Social Media Marketing and Advertising

- Introduction to social media marketing
- Social media engagement best practices
- How to design effective posts
- Key social media marketing metrics
- The basics of social media advertising
- Facebook advertising basics
- Instagram advertising basics

Day 3

Display Advertising and Video Marketing

- How Display Advertising works
- Overview of the Google Display Network GDN
- Cost Per “Mille” CPM vs. Cost Per Click CPC
- SEO for YouTube videos
- How to advertise your videos on YouTube

Day 4

Introduction to Email Marketing

- What is a newsletter?
- The value of email marketing
- Key metrics to know
- Email marketing best practices

Day 5

Web Analytics and Conversion Tracking

- Overview of Google Analytics
- Key traffic metrics
- Introduction to a conversion tracking
- Computing your Return On Investment ROI

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