

Digital Marketing Mastery: Strategies for Online Success

Marketing, Sales, Customer Service
Paris (France)
29 Sep - 03 Oct 2025

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Digital Marketing Mastery: Strategies for Online Success

Ref: 321507_135583 **Date:** 29 Sep - 03 Oct 2025 **Location:** Paris (France) **Fees:** 4400 **Euro**

Course Description

This intensive 5-day Digital Marketing course provides a comprehensive overview of essential online marketing strategies and tactics. Participants will gain hands-on experience with key digital marketing tools and techniques, learning how to create and execute effective campaigns across various platforms. The course covers SEO, social media marketing, content creation, paid advertising, and analytics, equipping attendees with the skills to drive online success.

Learning Objectives

- Develop a comprehensive digital marketing strategy aligned with business goals
- Master SEO techniques to improve website visibility and organic traffic
- Create engaging content and leverage social media for brand growth
- Implement effective paid advertising campaigns across multiple platforms
- Analyze marketing data to optimize performance and ROI
- Apply best practices in email marketing and marketing automation

Course Modules

Day 1: Digital Marketing Fundamentals & Strategy

- Introduction to digital marketing landscape
- Building a digital marketing strategy
- Understanding customer journey and personas
- Digital marketing channels overview

Day 2: Search Engine Optimization SEO & Content Marketing

- SEO fundamentals and best practices
- Keyword research and on-page optimization
- Content marketing strategies and creation
- Link building and off-page SEO

Day 3: Social Media Marketing & Paid Advertising

- Social media strategy and platform selection
- Creating engaging social media content
- Introduction to paid social advertising
- Google Ads and PPC campaign management

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The pieces are arranged on a checkered board with concentric circles in the background.

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Day 4: Email Marketing & Marketing Automation

- Email marketing best practices and list building
- Crafting effective email campaigns
- Introduction to marketing automation
- Customer segmentation and personalization

Day 5: Analytics, Measurement & Optimization

- Google Analytics fundamentals
- Setting up conversion tracking
- Analyzing marketing performance and ROI
- Data-driven optimization strategies

Practical Wins for Participants

- Create a comprehensive digital marketing strategy for their business
- Set up and optimize a Google Ads campaign
- Develop a content calendar and social media marketing plan
- Implement basic SEO improvements on a website

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