

# Essential Digital Marketing Skills for Non-Marketers

Marketing, Sales, Customer Service  
Barcelona (Spain)  
14 - 18 Jul 2025

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## Essential Digital Marketing Skills for Non-Marketers

**Ref:** 321810\_147330 **Date:** 14 - 18 Jul 2025 **Location:** Barcelona (Spain) **Fees:** 4400 **Euro**

### Course Description

This comprehensive 5-day course introduces non-marketers to the fundamentals of digital marketing. Participants will gain practical skills in key areas such as search engine optimization, social media marketing, content creation, email campaigns, and analytics. By the end of the course, attendees will have a solid foundation in digital marketing strategies and tools to enhance their professional capabilities.

### Learning Objectives

- Understand the core principles and channels of digital marketing
- Develop practical skills in SEO, social media, and content marketing
- Learn how to create and manage effective email marketing campaigns
- Gain insights into web analytics and data-driven decision making
- Apply digital marketing concepts to real-world business scenarios

### Course Modules

#### Day 1: Introduction to Digital Marketing

- Overview of digital marketing landscape
- Key digital marketing channels and strategies
- Understanding customer behavior online
- Setting SMART marketing goals

#### Day 2: Search Engine Optimization SEO

- Fundamentals of SEO
- Keyword research and optimization
- On-page and off-page SEO techniques
- Local SEO strategies

#### Day 3: Social Media Marketing

- Social media platforms overview
- Creating engaging social media content
- Social media advertising basics
- Measuring social media success

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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## Day 4: Content Marketing and Email Campaigns

- Content marketing strategies and best practices
- Creating compelling content for different channels
- Email marketing fundamentals
- Designing and optimizing email campaigns

## Day 5: Analytics and Strategy Integration

- Introduction to web analytics
- Key performance indicators KPIs for digital marketing
- Data-driven decision making
- Integrating digital marketing channels for maximum impact

## Practical Wins for Participants

- Create an SEO-optimized webpage
- Develop a social media content calendar
- Design and send a targeted email campaign
- Set up a basic Google Analytics dashboard

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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