Essential Digital Marketing Skills for Non-Marketers

15 – 19 November 2027
Lisbon (Portugal)

UK Traininig
PARTNER



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Why This Course

In today's digital-first world, understanding online marketing is essential for professionals across all fields. This intensive 1-week course equips non-marketers with the practical skills and knowledge to navigate the digital marketing landscape. Participants will gain hands-on experience in SEO, social media, content creation, email campaigns, and analytics—enabling them to apply digital strategies effectively in their roles.

What You'll Learn and Practice

By participating in this program, you will:

- Understand the core principles and channels of digital marketing.
- Develop practical skills in SEO, social media, and content marketing.
- Create and manage effective email marketing campaigns.
- Analyze data to make informed, results-driven marketing decisions.
- Integrate multiple digital marketing channels for maximum impact.

Program Flow

Day 1: Introduction to Digital Marketing

- Overview of the digital marketing landscape
- Key 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

- Overview of social media platforms
- Creating engaging content for social media
- Basics of social media advertising
- Measuring social media success and ROI

Day 4: Content Marketing and Email Campaigns

- Content marketing strategies and best practices
- Crafting compelling content for multiple channels
- Fundamentals of email marketing
- Designing, sending, and optimizing email campaigns

Day 5: Analytics and Strategy Integration

- Introduction to web analytics
- Defining and tracking key performance indicators KPIs
- Data-driven decision-making for marketing campaigns
- Integrating digital channels for cohesive strategy

Training Methodology

This program combines theory with practical application to ensure real-world relevance:

- Hands-on workshops for SEO, social media, and email campaigns
- Scenario-based exercises to develop actionable digital strategies
- Tools demonstrations including Google Analytics and social media platforms
- Group discussions and peer feedback for continuous improvement

Beyond the Course

Participants will leave prepared to:

- Build an SEO-optimized webpage and improve online visibility.
- Develop and execute a social media content calendar.
- Design and launch targeted email marketing campaigns.
- Set up and interpret a basic web analytics dashboard for performance tracking.
- Apply integrated digital marketing strategies to support organizational goals.

