

# Digital Marketing

## Introduction:

Become a Digital Marketer

Learn to create marketing content, use social media to amplify your message, make content discoverable in search, run Ads campaigns and advertise on Facebook. Additionally, learn how display and video ads work and how to market with email, and measure and optimize with Google Analytics.

## Objectives:

- Develop the skills to build an actionable digital strategy that aligns with your business goals
- Examine how companies use different strategies to reach specific target audiences
- Apply a proven digital media framework that you can immediately implement
- Identify ways to determine return on investment (ROI) for your digital efforts
- Build audience personas to better target your key customers
- Discuss digital media challenges—from measurement and tools to distraction to crisis—and sharing your experiences with your peers
- Expand your professional and personal digital networks through a dynamic global classroom



## **Course Outline:**

### **DIGITAL MARKETING**

#### **Module 1 - Introduction to Digital Marketing**

In this module, we will explore the history and evolution of advertising and marketing. We will break down the tenets of Advertising and how it relates to Digital Marketing

Key Learning Outcomes

- History of Marketing
- Traditional Advertising
- Digital Marketing vs Traditional Advertising
- Channels & Platforms in Digital Marketing

#### **Module 2 - Digital Marketing Strategy**

In this module, we will give you a framework to help you understand marketing at the fundamental level. We take a look at Digital marketing in both B2C and B2B contexts and how to develop great creative strategy that sells.

Key Learning Outcomes

- Creative Strategy
- Digital Marketing Strategy
- Understanding your Product/Brand
- Understanding your Consumer
- Map out USP's and Objectives
- STDC (See, Think, Do, Care) Framework & Micro Moments
- Digital Marketing Media Mix - Paid, Earned & Owned Media
- Setting Objectives & KPI's

#### **Module 3 - Content Marketing**

Content is at the core of all Digital Marketing activity. In this course you learn how to plan your content marketing, how to develop content that works well for your target audience and a local context, and how to measure its impact. You will learn Social Media Marketing hacks like Trendspotting, Viral Marketing and how to leverage Digital Trends for campaign success

Key Learning Outcomes

- Storytelling & Copywriting
- Content Plan Development
- Social Media Management
- Influencer Marketing
- Trendspotting, Viral Marketing & Empowerment Marketing



#### **Module 4 - Social Media Management**

The evolution and adoption of Social Media in mainstream media and modern culture has made social media one of the most important platforms for marketing in the Digital Era. As a brand and marketing specialist, it is important to understand how to use social media for brand growth. In this module you will be learning the

Key Learning Outcomes

- Insights on Social Media
- Developing strategies for Social Media marketing on Facebook, Twitter & LinkedIn
- How to build a Social Media Calendar
- Social Media Guidelines

#### **Module 5 - Web UX for Marketing Acquisition & Conversion**

You will learn how your site User Experience can help improve conversions and leads. Site Layout, Navigation, font size, color mood are some of the key UX qualities we will be observing. You will learn how to setup your site for success and understand the site UX basics from a Digital Marketer's Standpoint.

Key Learning Outcomes

- Review best practices of digital marketing UX.
- Explore how on-site marketing works and the ways to optimize those efforts.
- Evaluate the design, functionality, and effectiveness of landing pages.
- Develop landing pages and forms for your business.

#### **Module 6 - Search Engine Optimization (SEO)**

Search engines are an essential part of the online experience. Learn how to optimize your search engine presence through on-site and off-site activities, including how to develop your target keyword list, optimize your website UX and design, and execute a link-building campaign

Key Learning Outcomes

- On-page and Off-page SEO
- Link Building
- Keyword Research
- Inbound Marketing



### **Module 7 - Media Buying**

An integral part of the Digital Media mix is Paid Media. It helps give you the quick push you need to get your brand in-front of your target audience and amplify the reach of your marketing content. It is vital as a Digital Marketing to understand how to run a media buying campaign so as to make effective use of your Marketing Budget. We will focus on how to leverage the right media channels and platforms and develop content that converts on these platforms.

- The Evolution of Digital Media Buying - Programmatic, Direct Buying, DSP's etc.
- Search & Display Advertising & Campaign Optimization
- Programmatic Buying using Google Ad words
- Paid Social on Facebook, Twitter & Instagram
- Media Planning & Budgeting

### **Module 8 - Email Marketing**

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, you learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

Key Learning Outcomes

- The AIDA Strategy
- Email Marketing Success Metrics
- Building a Email Database & Lead Magnets

### **Module 9 - Data Analytics & Reporting**

The beauty of Digital Marketing is all(almost)marketing effort can be tracked down to the Naira! We will be showing you here how to track actions that happen online and how it impacts your business. In this module, you will learn how to use Google Analytics to evaluate your audience, measure the success of your acquisition and engagement efforts, evaluate your user's conversions to your goals, and use those insights to plan and optimize your marketing budgets.

Key Learning Outcomes

- Draw Insights & Make Business Decisions from Marketing Data
- Setup and apply the basics of Google Analytics, including core concepts like Goal Tracking, and micro and macro conversions.
- Aligning Business & Marketing Objectives with Analytics
- Preparing reporting Dashboards



## **Module 10 - Roll-Out and Take to Market Strategy**

Strategy is useless without execution. A Digital Marketing Strategy is incomplete without an execution plan. Here, you will learn how to set realistic goals, budget and timelines for campaign success.

Key Learning Outcomes

- Campaign Planning & Media Planning
- Setting SMART Goals, Objectives and Timelines
- Customer Relationship Management
- Growth Hacking

## About Trainer



**Andrew Asir Raj** is a professional trainer for all group of people and SMEs in the area of HUMAN CAPITAL DEVELOPMENT. He has been involved in training and development for the past 8 years. His passion to unleash the potential of each individual and developing them towards greater heights. Being a motivator, trainer, facilitator, coach, lecturer and consultant, Andrew Asir Raj has served more than 5000 participants in various areas of soft skills and management course. His area of specialization includes Marketing, Branding, and various Management Skills. Besides that he also conducts training on human behavior, entrepreneurship, self - realization, self - actualization, mind reengineering, motivation, coping with change and team building. His dedication towards building new and innovative training methods has made him one of the best trainers around.

He conducts training for government and private sectors professionals. Some of the trainings and lectures have been conducted at Arix Academy, Professional Global Logistics, Asia e-University , Malaysian Institute of Logistics , Paramount University of Technology and also a lot of public and in house trainings for various corporates. Andrew has Master in Logistics Management and Master in Business Administration (MBA) . He is also a Certified Training by Human Resource Development Fund (HRDF). His ability to merge, divergent, convergent aspects of a topic and able to impart knowledge and skills effectively is what makes his training unique.