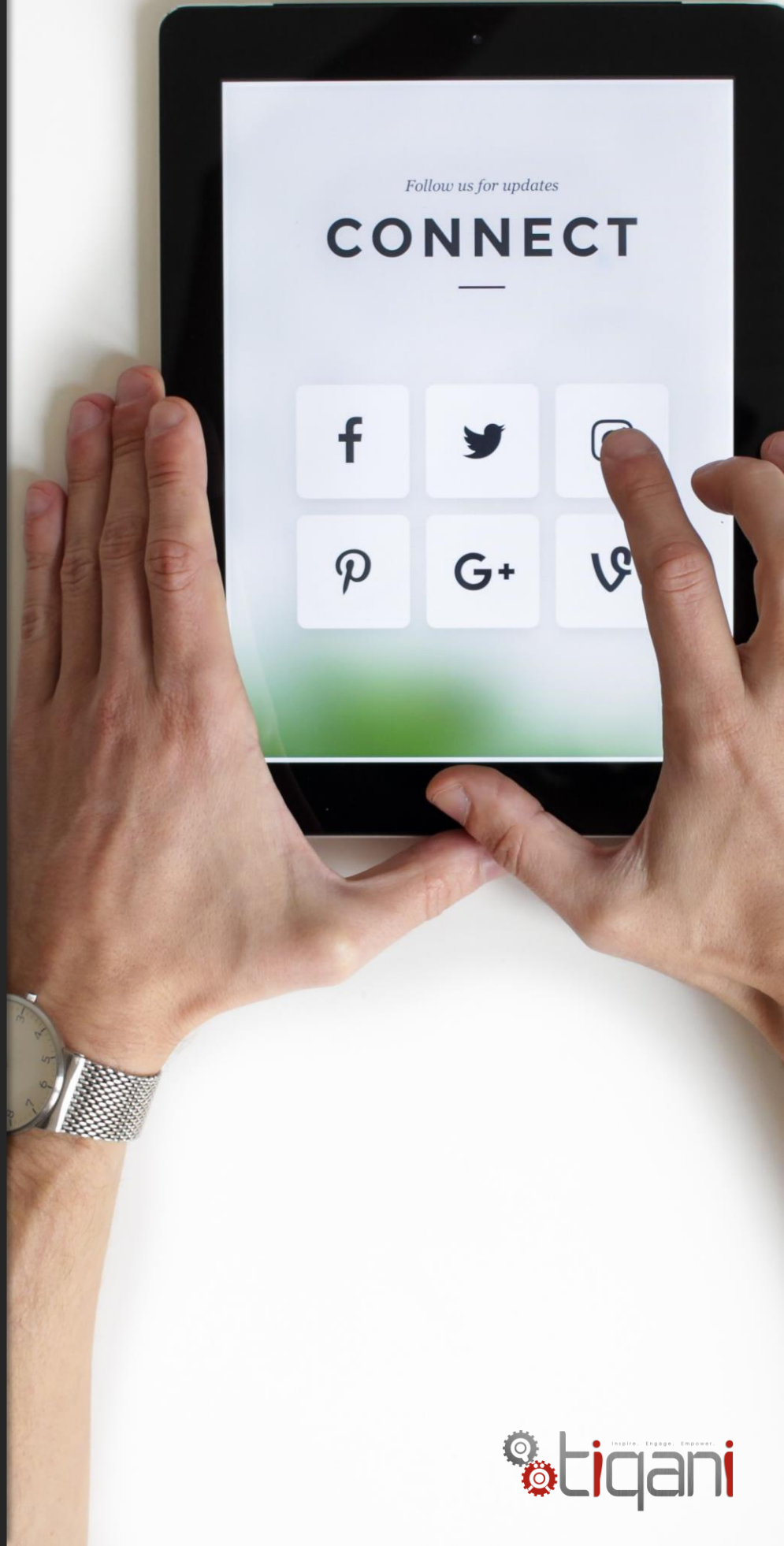
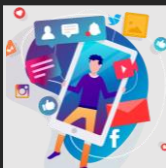


Basics of Marketing and Digital Marketing

Course Advertorial





Introduction

This course will help you understand marketing, we've included information on how to market online, and even more importantly, how to determine what results you are getting. Then, you can figure out whether you are reaching your target market, where your qualified prospects are, and how they are engaged as a result of your efforts. This workshop includes sessions on search engine optimization, e-mail campaigns, pay per click advertising, and more.

Basics of Marketing and Digital Marketing

What you will learn

- definition of marketing
- defining digital marketing
- determine how your digital marketing strategy fits with your overall marketing plan
- apply techniques to influence and engage your target market
- weigh the value of using a distribution service for e-mail marketing campaigns
- get started with search engine optimization
- use online advertising to boost your marketing results
- adjust your digital marketing plan based on metrics and reporting

Topics covered

- Identify the marketing opportunity
- Formulate a marketing plan
- Creating a digital marketing plan
- Extending your influence
- E-mail marketing
- Advertising online
- Consumer, industrial and service marketing

What is included

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate

Duration



Face to Face

1 day



Virtual

3 X 2-Hr Sessions