DIGITAL MARKETING BOOTCAMP SYLLABUS

📅 DAY 1

What is Digital Marketing?

- Traditional Marketing
- Limitations
- Introducing the Internet
- From print to digital
- Consumer marketing goes online
- Business marketing has to follow
- Aligning marketing for businesses

Lead Generation

- What is a lead?
- The concept of a funnel
- Brand positioning
- Lead nurturing
- Analytics
- Conversion

Search Engine Optimization

- What is SEO?
- What are Search Engines (spiders and indexing)?
- Google's road to dominance
- Local SEO
- SEO for Images
- Structuring the Content
- SEO-friendly Domain Names and URL Structures
- Website Hierarchy
- Internal Linking – Site Navigation
- Ranking and backlinks
- Meta Tags, Layout, Content Updates

Search Marketing

- What is Search Marketing?
- Campaign Management
- Conversion Tracking
- Targeting & Analytics
- Keyword Selection
- Conversion Metrics: CPA, CTR

Website Design

- The importance of good design
- Content segmentation
- Menus and Titles
- Branding and colors

Introduction to UX (User Experience)

- What is UX?
- Understanding UX Design
- Core Principles of UX Design
- Mobile UX
- Design Steps

Web Site Analytics

- Goal Configuration & Funnels
- Intelligence Reporting
- Conversions, Bounce Rate
- Traffic Sources, Scheduling

Copy Writing For The Web

- What is copywriting?
- Copywriting vs Writing
- User Behavior and Psychology
- Do's and dont's
- Calls to action
- Branding copy
- Landing pages
- Writing Headlines
- Writing Summary (META Descriptions)
- Optimizing Page Content
- What is keywords stuffing?
- Optimizing Page Content (body)
- Spilt (A/B testing)

Social Media

- What is Social Media Marketing?
- Overview of Facebook, Twitter, LinkedIn, Blogging, YouTube and Flickr
- Building Brand Awareness Using Social Media
- Social Media Management
- Insights and Analytics

Email Marketing

- User Behavior and Psychology
- Copywriting and the role of a copywriter
- Content - Titles and Copy
- Timing
- Segmentation, Key Metrics
- Split Testing
- Campaign Process Optimization

DAY 1

Mobile Marketing

- SMS Strategy
- Mobile Advertising
- Mobile Optimized Websites
- Proximity Marketing

Display Advertising

- Setting up and tracking your Campaign
- Optimizing the Campaign
- Ad sizes and Look and feel
- Campaign Planning
- Running Effective Ads

Video & Audio (Podcast) Marketing

- What is podcasting
- Audience selection
- Content curation and presentation
- Advertising and Sponsorships

Website Performance

- Website Speed Testing – 3 seconds or less, impact the brand
- Caching
- CDN
- Website Analytics

DAY 2

Digital Marketing Strategy

- What is a Digital Marketing Strategy?
- The digital landscape and value statement
- Defining long term marketing goals
- Researching/Identifying your customers
- KPI's and ROI for the enterprise
- Analytics and attribution
- Measuring lifetime value and loyalty
- Creating a long-term content calendar

Email Marketing Automation

- What is email Marketing Automation?
- Industry leaders
- Potential integrations

GDPR Compliance

- Compliance deadlines and penalties
- Data controllers and data processors under GDPR
- Exploring the role of the data protection office
- Technical measures outlined in the GDPR
- Reviewing the right to be forgotten and the situations that allow erasure
- Rules for children under the age of 16
- Breach notification

Adobe Tools

- About Adobe's strategy
- Analytics, Audience Manager
- Campaign, Experience Manager
- Media Optimizer

MS Dynamics.com Integration

- What is Dyamics?
- Automation
- Drip Campaigns
- Email Templates and Management
- Search
- Segmentation
- Social
- Reporting

Enterprise Digital Marketing teams

- The Digital Teams of the future
- Hiring unconventional skills
- Roles
- Content developer
- Copywriters
- Writers
- Legal
- Designers
- UX Designer
- Web Developer
- Business Development
- Digital PM

Group Project

- The course will conclude with a group project