



This Course Will help you to learn

1. Create objectives to drive a marketing campaign.
2. Reach and acquire your target audience through paid and content channels.
3. Convert potential customers into paying ones through optimized landing pages.
4. Retain customers through email marketing.

Course Curriculum.

1. **Digital Marketing Strategies** - Understand the role of digital marketing in today's business landscape and get a proven framework for creating a successful digital marketing strategy. Learn to devise successful email marketing campaigns and optimize your website and landing pages for conversions. Create content to drive traffic to your site and engage your audience
2. **SEO** - This unit offers students the opportunity to gain an edge over their competition through hands-on lessons in Search Engine Optimization (SEO) and competitive keyword analysis. Learn advanced SEO strategies and launch your website all the way to the top.
3. **Social Media Marketing** - In this unit you'll learn why Social Media Marketing has become one of the most powerful digital marketing tools. Learn how to build, target and convert leads from the major social media platforms, Facebook, LinkedIn, and Instagram, through paid and free marketing techniques.
4. **Google Ads** - This unit is a comprehensive exploration of Google Ads (formerly Google AdWords). Learn how to develop and manage a successful campaign, generate leads and sales, track conversions, and guarantee your spot at the top of search engine results.
5. **Google Analytics** - This unit is a comprehensive look at Google Analytics and its many applications. Learn how to set up an account, understand what you should be tracking, how to interpret Google Analytics reports and data, and more!
6. **Retain customers through email marketing.**