COURSE SYLLABUS

Digital Marketing Strategies Bootcamp

Learn everything you need to succeed online with this hands-on bootcamp. Build a digital marketing strategy, improve your site for conversions, and leverage various forms of digital marketing to drive your business forward.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.careercenters.com/courses/digital-marketing-strategies-bootcamp

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Course Outline

Day 1A - Digital Marketing Strategy

Intro to Digital Marketing

- What is digital marketing?
- The digital marketing landscape
- A look at digital marketing channels
- Establishing goals, objectives & KPIs
- Leveraging social media for growth

Target Audience Identification

- How to identify your target audience
- How to build customer personas
- Tools for researching your target audience

Developing Your Positioning in the Market Place

- Identify what makes your company unique
- Develop your positioning statement
- Develop a value proposition

Developing Your Digital Marketing Strategy

- Identifying your top goals
- Establishing a budget
- Design Tactics
- Tracking Key Performance Indicators (KPIs)
- Measuring Results

Day 1B - Website Fundamentals

Introduction to the Hub & Spoke Model

- The role of your website
- Three questions every website should answer
- Developing a user-friendly website structure

Designing an Effective Homepage

- The role of your website homepage
- Elements of a successful homepage
- Using persuasion in design

Designing Effective Product Pages

- Product page formats
- Best practices for product pages
- Features every product page should have

Day 2A - Email Marketing

Introduction to Email Marketing

- What is email marketing
- The role of email marketing
- What is needed to succeed at email marketing

Building Your Email List

- A look at email permissions
- Mistakes to avoid
- Strategies for building your email list

Email Campaign Creation

- The three types of emails
- Mass email vs Automated email
- The different types of email campaigns and when to use each one

Designing Effective Emails

- The elements that affect email success
- Best practices for creating each element
- Best practices for email content

Email Campaign Optimization

- A/B Testing
- Optimizing open rates
- Optimizing click through rate

Email Deliverability

- Delivery vs Deliverability
- Developing a good email reputation
- Steps for ensuring email deliverability

Email Lab: Create an email

Day 2B - Content Marketing

Introduction to Content Marketing

- What is content marketing
- The Role of content marketing
- Planning your content strategy
- Creating a content calendar

Content Creation

- The different types of content
- Mapping content to buying stages
- Utilizing content curation
- Content creation best practices

Content Promotion

- Why you need to promote your content
- Where to promote your content
- Creating a content promotion plan

Content Measurement

- How to measure the success of your content marketing
- KPIs for content marketing
- Identifying opportunities to maximize results