Digital Marketing Strategies Bootcamp

Learn everything you need to succeed online with our hands-on digital marketing strategies 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 in NYC and onsite training is 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 targeting 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 affects 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