COURSE SYLLABUS

Digital Marketing Certificate

Learn the digital marketing skills you'll need to promote your business. This certificate includes courses in digital marketing strategy, SEO, Google Analytics, Google Ads, and Social Media Marketing.

> 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



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Course Outline

This package includes these courses

- Digital Marketing Strategies Bootcamp (12 Hours)
- SEO Bootcamp (12 Hours)
- Google Ads Bootcamp (12 Hours)
- Google Analytics Bootcamp (12 Hours)
- Instagram Marketing (12 Hours)
- Facebook Marketing (12 Hours)
- LinkedIn Marketing (6 Hours)
- Social Media Video Marketing: YouTube & TikTok (6 Hours)
- Social Media Content Marketing: Blogs & Twitter (6 Hours)

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.

SEO Bootcamp

Search Engine Optimization (SEO) is a critical marketing skill in today's digital world. Ranking in the search engines is key to growing your business and this SEO training will teach you how to do this effectively. Good SEO not only grows your brand's recognition but helps maintain its relevance in an increasingly competitive digital landscape.

In this two-day bootcamp, learn the fundamentals of SEO and get ahead of your competition with hands-on training in search engine optimization.

Google Ads Bootcamp

Master Google Ads with hands-on training in this 2-day bootcamp. Familiarize yourself with paid search, learn how to build out campaigns in Google Ads, and develop advanced strategies for Google Ads to get ahead of your competition.

Google Analytics Bootcamp

Learn how to use Google Analytics and leverage the data available to inform business decisions. Get familiarized with the tool, understand the KPIs to track, navigate the various reports available, and more in this hands-on bootcamp.

Instagram Marketing

- Develop digital marketing strategies for Instagram
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

Facebook Marketing

- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and Facebook Pixels to ensure that you earn a high return on your advertising budget

LinkedIn Marketing

- Develop business-based social media strategies
- Use LinkedIn for prospecting and promoting your business
- Learn how to advertise and track analytics

Social Media Video Marketing: YouTube & TikTok

- Master video-based social media platforms
- Develop strategies to promote your business on YouTube and TikTok
- Learn how to create and optimize paid ads

Social Media Content Marketing: Blogs & Twitter

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience
- Master X (formerly known as Twitter) marketing