

Digital Marketing

Course Introduction

The complete Digital Marketing Programme will give you the practical skills needed to know how to generate revenue online and greatly improve returns from your online marketing activities. This lesson is supported with great learning materials like types of online marketing, the resource management, the most successful media aspects and the software used which are all customized for the students those who want to be a great digital marketer.



Course Duration

The complete Digital Marketing Programme consists of **20 Hours** training including theory class room sessions.

Course Certification

Executrain will issue Course Completion Certificate in successful completion of this programme.

Course Fees

The complete Digital Marketing Programme Course Fee for one to one training will cost you **QR 3,000**.

Course Schedule

Training will be held at ExecuTrain. Class timing will be 2 hours session per day (3 days a week – SAT, MON and WED) in the evening from 6:00 PM to 8:00 PM.

Course Outline

Marketing Fundamentals

- Introduction to Marketing Fundamentals
- How to Create a Buyer Persona
- 8 Ways to Find Your Audience Online
- How to Identify Your Unique Selling Proposition
- Assignment - Marketing Fundamentals

Market Research

- Introduction to Market Research
- Why Typeform?
- How to Design Your Online Survey
- How to Distribute Your Online Survey
- How to Analyse Your Survey Results
- Assignment - Market Research

Set Up a Website

- Build This Site in 2 Hours
- Why Use Wordpress vs. Wix, Weebly etc?
- Add Pages, Post, Menus & Widgets
- Add a Premium Wordpress Theme



- Wordpress Security & Plugins
- Assignment - Set Up a Website

Email Marketing

- Introduction to Email Marketing
- Why List Building Is So Important
- How to Integrate MailChimp with Wordpress
- How to Track Email Sign Ups with Google Analytics
- How to Turn Your Homepage Into a Landing Page
- How to Use Pop Ups & Opt In Forms
- How to Create an Email Campaign in Mailchimp
- Email Analytics: 5 Metrics to Track

Search Engine Optimization (SEO)

- Introduction to SEO
- An Overview of SEO
- 5 SEO Metrics to Measure SEO Performance
- How to SEO Optimise Your Homepage
- How to Verify Your Website in The Google Search Console
- How to Improve Website Performance & Speed
- How to Take the Google Mobile Friendly Test
- How to Do Keyword Research: Steps & Strategy
- How to Narrow Down Your Keyword List using Google Keyword Planner
- How to Assess Keyword Competition & Choose Target Keywords
- How to Write Title Tags Search Engines Love
- How to Appear in the Google Image Search Results
- Copy Optimization: Headings Tags, Outgoing & Internal Links etc.
- The Types of Backlinks That Really Matter and How to Get Them
- How to Maximise Links for Your SEO Campaigns

YouTube Marketing

- Introduction to YouTube
- Why YouTube
- YouTube Marketing Strategy
- "Watch Time" is Golden
- The Subscriber Advantage
- YouTube Recording Software & Mics
- YouTube Account Set Up & Optimization
- YouTube Keyword Research
- YouTube Video Structure
- YouTube SEO
- YouTube Thumbnails
- YouTube Annotations & Cards
- YouTube Promotion
- YouTube Analytics

Facebook Marketing

- Introduction to Facebook Marketing

- Why Facebook?
- Create Your Facebook Page
- Facebook Icon
- Facebook Cover Image
- Description & About Page
- Apps & Tabs
- Page Settings
- 9 Post Formulas Guaranteed to Drive Engagement
- Facebook Contest
- 5 More Facebook Post Formulas
- Bonus Tips: Content Strategy
- 10 Tactics to Start Getting Organic Likes
- Use Email to Drive Organic Likes
- Use Facebook Groups to Drive Organic Likes
- Add a Facebook Like Box to Your Website
- Secret Strategy to Increase Page Likes
- 5 Facebook Insights Reports to Measure Success

Twitter Marketing

- Introduction to Twitter Marketing
- Why Twitter?
- How Twitter Works
- What Not To Do on Twitter
- 4 Ways To Get More Retweets
- 5 Steps Optimize Your Profile
- 5 Ways to Promote Your Twitter
- Use Hashtags to Increase Discoverability
- Follow Top Twitter Users
- The Poster Boy Formula
- Join a Trending Conversation
- Track Results: Twitter Analytics

Google Adwords

- Introduction to Google Adwords
- Benefits of Google Adwords
- How Google Adwords Works
- Define Success & Set Up Tracking
- Analyse Your PPC Competition
- Have a Congruent Landing Page
- Select The Right Campaign Type
- Target Your Audience
- Determine Your Bids & Budgets
- Write Effective Ads
- Choose Profitable Keywords
- Advanced Campaign Settings
- Measure & Optimise

Google Analytics

- Introduction to Google Analytics
- Install Google Analytics
- Enable These 3 Essential Reports
- Set up Goal Tracking to Measure Success
- Filter Internal Traffic So You Don't Skew Your Data
- Add Custom Dashboard to Reveal 12 Essential Metrics
- Get Notified for Traffic Drops & Spikes with Custom Alerts
- Make Google Analytics Annotations So You Don't Forget
- Analyze Demographics Reports (Age, Gender, Interests & Behaviour)
- Analyze Geo Report (Language & Location)
- Analyze Technology & Mobile Report (Browser, OS & Devices)
- Analyze Acquisition Overview Report
- Analyze Source/Medium Report
- Analyze Landing Pages Report
- Analyze All Pages Report
- Analyze Exit Pages Report
- Analyze Goals Report



ExecuTrain^{QA}
TRAINING CENTRE