

Digital Marketing Fundamentals Course

Duration 15–20 Hours

Companies, today, are rigorously looking forward to expanding their presence in the Digital space. EduPristine Digital Marketing Fundamentals course is precisely designed for new entrants in Digital Marketing domain. This course aims to sensitize your team about the essentials of Digital Marketing, and help them get acquainted to the various frameworks, tools and techniques needed to optimize marketing campaigns, and improve your company's overall digital presence. This course will train your team right from learning the basics to the specific topics vital for your business objectives.

Topics covered under this course are:

1. Introduction to Digital Marketing

- Overview of Digital Marketing
- Different online marketing channels
- Understand the journey of online customer
- Key Terminologies in online Marketing
- Overview to Content Management System
- Overview of business model and Marketing Strategies

2. Social Media Marketing:

- Importance of social media marketing and its pillars
 - Social Listening
 - Social Influencing
 - Social Networking Social Selling
- Key steps for social media success
- Overview of creating a social media marketing plan

Facebook marketing

- FB ads campaign creation
- Usage of power editor to create campaign
- Facebook pixels
- Facebook custom audiences and remarketing
- Facebook conversion and event tracking
- Introduction to FB Store
- Facebook Insights

Instagram marketing

- Instagram ads campaign creation
- Influencer marketing on Instagram
- Instagram analytics

3. Web Analytics

- Overview of web analytics
- Different Analytical Platforms: Google Analytics, ComScore, Sisense etc.

Google Analytics

- Installation and setup of Google Analytics (GA)
- Set up goals and segments in GA
- Set up site search in GA
- Techniques to read the Google Analytics data
- Types of Google Analytics reports
- Add Shortcut link to Frequent Required Reports
- Activate email option to get report emailed
- Share Google Analytics data with specific permissions

Automate the summarization of GA data

Custom reports, dashboards, and segments in GA

Introduction to Google Tag Manager

Learning Objectives

At the End of the course, your team will be able to:

- Understand the current and upcoming digital marketing trends that will be fruitful for your online presence.
- Optimize your company's digital ecosystem with Web Analytics.
- Learn to market your business on the right social media platforms that will eventually contribute to the branding and revenue of your company.
- Get an overview of all digital marketing tools, techniques, and its real-world applications.
- Design online marketing strategies independently.

Contact Us: **TOLL FREE – 1800 200 5835**

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