Introduction to Digital Marketing

Course Code: ASKDM8

Course Duration: 2 days (16 hours), 9:00am – 5:00pm

Course Fee: $535.00 (Inc. GST) per participant, SDF grant entitled.

Course Dates: Refer to http://asktraining.com.sg/calendar

Course Synopsis:

This course focus on essential concepts and skills relating to the fundamentals of digital marketing. This include creating a web presence, optimising content for search engines, using social media platforms, carrying out online marketing and advertising across a range of services, as well as monitoring and improving campaigns using analytics.

Digital Marketing Concepts

- Key Concepts
  - Define Digital Marketing elements such as SEO, SEM, Content Marketing, EDM, Social Media Marketing.
- Planning
  - Understand the main elements to define Digital Marketing Strategy. Alignment to business goals and select the appropriate platforms.

Web Presence

- Web Presence Options
  - Understand information website, blog, e-commerce website, mobile site & etc.
- Website Considerations
  - Product/service information, Contact Us page, site-map & etc.
  - Understand user Experience, responsive design, browsing capabilities.
- Search Engine Optimisation
  - Understand why and what keywords affect the listing during google search.

Social Media Setup

- Social Media Platforms
  - Understand social media marketing campaign elements such as target audience, creating right content, tracking and evaluate campaign effectiveness.
- Social Media Accounts
  - Differentiate profiles for personal, business, groups or event.
  - Understand Social media actions like post, tag, hashtag, comments.
  - Create, edit, delete a post on news, event, polls.

Social Media Management

- Understand Social Media Management Services
- Marketing and Promotion Activities
  - Understand the term Influencers, target audience, video marketing, reviews, referral and viral.
- Engagement, Lead Generation and Sales

Online Marketing and Advertising

- Online Advertising
- E-mail Marketing
- Mobile Marketing

Analytics

- Web Analytics
  - Understand the term web traffic, impressions, clicks, bounce rate, conversion rate, click through rate & etc.
- E-mail Marketing and Online Advertising Analytics
  - Understand the term pay per click, cost per thousands, cost per conversion & etc.

+65 6484 6723

www.asktraining.com.sg

information@asktraining.com.sg