



@ASK Training
Attitude | Skills | Knowledge

Introduction to Digital Marketing

Course Code:
ASKDM8

Course Duration:
2 days (16 hours), 9.00am - 5.00pm

Course Fee:
\$500 (\$540 Inc. 8% GST) per participant
No SDF Grant

Course Dates:
Refer to Training Calendar
<https://asktraining.com.sg/course-calendar/>



Course Synopsis

Have you wondered how digital ads appear on the websites that you happen to be browsing? After you clicked on one of the ads out of curiosity, were you offered a free eBook in exchange for your email address or were you directed to another web page where products or services were sold to you?

If you have experienced this before, you have been marketed to via digital marketing tactics. Are you interested in doing something like that for your company or your personal projects? In our Introduction to Digital Marketing course, we will tell you how the above is possible and other digital marketing tactics that you can use to reach your audience.

Course Objectives

In our 2-day 'Introduction to Digital Marketing' course, you will learn essential digital marketing concepts and skills to establish your personal or company's web presence and kick start your digital marketing journey.

You will also learn how to optimize content for search engines, use social media platforms and carry out online marketing and advertising across a range of services. Lastly, you will learn how to monitor and improve campaigns by exporting custom reports from digital marketing analytics platforms to review campaign performances.



Course Outline

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.

