

Digital Marketing Starters

Provided by



Program comprises of 4 streams:

Stream 1	Social Media Marketing
Stream 2	Search Marketing
Stream 3	E-commerce and Email
Stream 4	Mobile Marketing

Program Overview

Who is this program for?

Students, digital or traditional marketers who wish to learn the essential steps of real world digital marketing concepts and techniques and want to develop their career in the field of digital marketing.

What can you expect?

Through dynamic lectures and case studies you will gain exposure to the latest techniques and tools to improve your digital marketing and brand-building efforts. You will be equipped with all the skills you need to confidently deliver first class digital marketing campaigns for your own company or the organization you work for.

What will you learn?

You will learn the real world digital marketing ideas, concepts and theories. You will also develop the capabilities in turning these theories into practice for your current or future organization. These resources available are prepared and delivered by high-caliber digital marketing experts equipped with the most up-to-date tools, trends, and practical insights within the industry.

You will be taught the latest techniques, channels and tools to build and implement real world digital marketing campaigns.

STREAM 1

Social Media Marketing

Social networks have grown to become one of the primary communication channels on the internet. Conversations about your brand and industry are taking place online continuously, with or without your engagement. Learning how to be part of that conversation and how to positively influence it to build brand credibility and grow your business is essential.

Through this stream you will understand the practical application and relevance of each individual social network.

It will also help you to successfully implement budgets, set and measure KPIs and analyze the effectiveness of campaigns using key metrics such as click-through rates, open rates, likes and downloads.

Topics covered include:

- Content Creation
- Content Outreach
- Facebook
- Twitter
- LinkedIn
- Social Apps (Instagram, Snapchat)
- Social Video

STREAM 2

Search Marketing

Search marketing remains one of the most influential digital disciplines with over 90% of web users relying on search engines to find information and inform their purchasing decisions.

The Search Marketing stream will provide you with a comprehensive understanding of the fundamentals of Pay-Per-Click advertising (PPC). It will also help you to conduct a search engine optimization audit.

You will understand how to use web analytics to inform and influence campaigns.

Topics covered include:

- Introduction to Search Marketing
- SEO – Setup
- SEO – Content
- SEO – Workshop
- PPC Advertising - Search
- PPC Advertising - Display Networks
- PPC Advertising - Video
- Analytics – Setup
- Analytics – Applied

STREAM 3

E-commerce and Email

The E-commerce and Email stream will introduce you to the elements of a successful E-commerce website and the process of traffic generation. You will learn how to operate Customer Relationship Management (CRM) systems and leverage the power of analytics to understand and optimize your E-commerce model for maximum impact.

Through dynamic on-site content and effective emails, you will learn how to nurture your customer base and enhance their user experiences with a variety of industry standard tools.

This stream will develop your understanding of the importance of email design and its impact on your email marketing efforts. It will also teach you how to perform A/B tests to analyze and optimize your campaigns.

Finally, you will respond to a range of different case studies showing how the level of customer service affects an E-commerce business in an industry where trust is key to the purchasing decision.

Topics covered include:

- Conversion Rate Optimization
- Business Model and Value Proposition
- Logistics and Warehousing
- Marketing Techniques and Strategies
- Sales Tactics
- Inventory Management
- Payment Methods and E-commerce Transactions
- Email Data Management
- Linking, Calls-To-Action and Social Sharing
- Growing Your Database and Building Your Subscriber List
- Laws and Privacy Policies

STREAM 4

Mobile Marketing

With nearly 60% of users opting to search from mobile devices, it's no surprise that mobile is one of the fastest growing disciplines within digital marketing.

The Mobile Marketing stream will equip you with the practical skills you need to excel as a mobile marketing specialist and harness the unique power and connectivity of mobile marketing.

It will help you identify opportunities for apps, games and in-game advertising and explore a wide range of messaging platforms to reach your audience.

Most importantly, it provides you with the opportunity to engage and transact with your target audience in a relevant and meaningful way based on the context of mobile.

Topics covered include:

- Mobile Foundation
- Mobile Apps & Games
- Mobile Messaging
- Mobile Advertising

Supporting your online journey...

Resources are easily downloadable and come in PDF and video formats along with practice materials. Each module has a grand PDF and the sections of each module include video lectures for learners to go through. Resources can be accessed anytime and the modules can be completed at one's own pace.

Your online learning journey:



Access to HD video lectures with accompanying downloadable PDF materials and practice materials.



Message to Digital Marketing Insiders Facebook Page anytime for any query or concern regarding the resources.



Access additional free resources to help yourself succeed with the program materials. You will receive a free material every week via email.

