

Essential of digital marketing for nonmarketers

Geneva (Switzerland)

14 - 18 October 2024

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Code: CC28 From: 14 - 18 October 2024 City: Geneva (Switzerland) Fees: 4700 Pound

Introduction

Discover the essentials of digital marketing through our 5-day program designed specifically for individuals from non-marketing backgrounds. In an increasingly digital world, understanding the fundamentals of digital marketing has become crucial for professionals across various roles. This course provides a comprehensive overview of key digital channels and strategies, empowering participants to harness the power of digital tools to enhance their organization's presence, engagement, and success. Join us to unlock the potential of digital marketing and navigate the digital landscape with confidence.

- Understanding the Digital Landscape
- Importance of Digital Marketing for Non-Marketers
- Overview of Key Digital Channels

Course Objectives

- Defining Learning Goals and Expectations
- Identifying Relevance for Various Roles within an Organization
- Creating a Framework for Skill Development

Course Outlines

Day 1

- Exploring Website Basics
- Navigating User-Friendly Interfaces
- Introduction to Search Engine Optimization SEO
- Grasping the Concept of Keywords
- Understanding the Role of Content

Day 2

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- Embracing Social Media Platforms
- Overview of Major Social Media Channels
- Leveraging Social Media for Brand Awareness
- Interacting with Social Media Metrics
- Crafting Engaging Social Media Content

Day 3

- Unveiling the Power of Email Marketing
- Importance of Email Communication
- Building Effective Email Campaigns
- Analyzing Email Campaign Performance
- Best Practices for Engaging Emails

Day 4

- Introduction to Pay-Per-Click Advertising PPC
- Understanding Paid Search and Display Advertising
- Initiating Basic Keyword Research
- Crafting Compelling Ad Copy
- Interpreting PPC Metrics

Day 5

- Exploring the World of Content Marketing
- Role of Valuable Content in Marketing
- Creating a Content Strategy
- Showcasing Expertise Through Blogging
- Measuring Content Effectiveness

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