

## Essential of digital marketing for nonmarketers

*Lisbon (Portugal)*

*19 - 23 May 2025*

UK Traininig

# PARTNER



## Essential of digital marketing for nonmarketers

Code: CC28 From: 19 - 23 May 2025 City: Lisbon (Portugal) Fees: 4400 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.

### Course Objectives

- Defining Learning Goals and Expectations.
- Identifying Relevance for Various Roles within an Organization.
- Creating a Framework for Skill Development.
- Understanding the Digital Landscape.
- Importance of Digital Marketing for Non-Marketers.
- Overview of Key Digital Channels.

### Course Outlines

#### Day 1: Website Basics and Search Engine Optimization: Exploring Core Concepts

- 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: Social Media Marketing: Building Brand Awareness Through Engaging Content

- 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: The Art of Email Marketing: Creating Effective Campaigns and Analyzing Performance

- Unveiling the Power of Email Marketing.
- Importance of Email Communication.

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The text is positioned over a background of a chessboard with several chess pieces (a king, a queen, and a pawn) and a series of concentric white circles radiating from the center.

- Building Effective Email Campaigns.
- Analyzing Email Campaign Performance.
- Best Practices for Engaging Emails.

#### Day 4: Introduction to Pay-Per-Click Advertising PPC: From Keyword Research to Performance Analysis

- 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: Content Marketing: Effective Strategies for Showcasing Expertise and Measuring Success

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

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles.

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