

## Essential of digital marketing for nonmarketers

*Malaga (Spain)*

*27 - 31 January 2025*

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## Essential of digital marketing for nonmarketers

Code: CC28 From: 27 - 31 January 2025 City: Malaga (Spain) 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

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [training@blackbird-training.com](mailto:training@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

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