BLACKBIRD FOR TRAINING

Essential of digital marketing for nonmarketers

21 – 25 June 2027
Brussels (Belgium)



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Introduction

In today's digital-first world, understanding digital marketing has become an essential skill for professionals, even those without a traditional marketing background. This 1-week digital marketing certification course is specifically designed for individuals from non-marketing roles who wish to dive into the world of digital marketing. Whether you're a business leader, product manager, or anyone else looking to enhance your knowledge of digital marketing for beginners, this course equips you with the marketing essentials you need to succeed.

Through this intro to digital marketing program, you will gain practical skills to harness the power of various digital marketing channels and tools. From SEO to social media, email marketing to PPC, you will learn the key strategies and metrics that drive online success. At the end of the program, you will have the opportunity to earn a digital marketing certificate, demonstrating your newfound expertise.

Course Objectives

By the end of the course, participants will be able to:

- Define digital marketing basics and understand its importance for professionals in non-marketing roles.
- Identify key digital marketing skills that can be applied across various functions within an organization.
- Explore the significance of digital marketing analytics in measuring success and optimizing strategies.
- Create a framework for integrating digital marketing practices into your business strategy.
- Understand and leverage key digital marketing channels such as SEO, social media, PPC, and content marketing.
- Recognize the benefits of digital marketing and how to effectively use digital tools to drive business success.



Course Outlines

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

- Exploring website basics: How a website functions as the cornerstone of digital marketing.
- Navigating user-friendly interfaces for effective web design.
- Introduction to SEO: Understanding how search engines rank websites and why it matters.
- Grasping the concept of keywords and their importance in digital marketing.
- Exploring the role of content in improving website rankings.

Day 2: Social Media Marketing: Building Brand Awareness Through Engaging Content

- Embracing social media platforms: Overview of the most popular social channels.
- Using social media for brand awareness: How to create impactful, shareable content.
- Analyzing social media metrics to track performance and engagement.
- Crafting engaging social media content that resonates with your audience and drives traffic.

Day 3: The Art of Email Marketing: Creating Effective Campaigns and Analyzing Performance

- Unlocking the power of email marketing to reach your audience directly.
- Best practices for building effective email campaigns that convert.
- Email marketing analytics: How to measure and optimize campaign performance.
- Crafting engaging emails: Techniques for creating compelling subject lines and content.

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

- What is Pay-Per-Click advertising PPC and why it's crucial for digital marketing.
- How to perform keyword research for effective PPC campaigns.
- Creating compelling ad copy to drive clicks and conversions.
- Interpreting PPC metrics: Understanding cost-per-click, click-through rate, and return on investment ROI.

Day 5: Content Marketing: Effective Strategies for Showcasing Expertise and Measuring Success

- Content marketing overview: How valuable content drives engagement and trust.
- Creating a content strategy that aligns with your marketing goals.
- Showcasing expertise through blogging and thought leadership.
- Measuring content effectiveness: Using digital marketing analytics to gauge the success of your content efforts.



Why Attend this Course: Wins & Losses!

- Master digital marketing basics even if you have no prior marketing experience, giving you a strong foundation in digital marketing for beginners.
- Gain hands-on experience in key areas such as SEO, social media marketing, email marketing, PPC, and content marketing.
- Understand how to integrate digital marketing analytics into your business strategy to optimize performance and ROI.
- Learn to use digital marketing tools to enhance your organization's online presence and engagement.
- Receive a digital marketing certificate upon completion, validating your skills in a competitive job market.

Conclusion

By the end of this digital marketing for beginners course, you will be equipped with the knowledge and skills needed to navigate the digital landscape confidently. Whether you aim to enhance your digital marketing skills, lead marketing efforts within your organization, or boost your career prospects, this course provides the perfect foundation.

Join us today to earn your digital marketing certification and become a valuable asset in any organization looking to excel in the digital age.

