Digital Marketing Skills Bootcamp

Overview of Digital Platforms

Content Marketing

Understanding the Customer Journey

Creating an Effective Digital Strategies

Analysing/Optimising Digital Content

Search Engine Optimisation (SEO)

Understanding Keywords & Metrics

Social Media Strategies & Tactics

Creating Social Media Content

Social Media Analytics

Search Engine Marketing (SEM)

Ad Creation and Optimisation

Programmatic Advertising

Understanding RTB & DSPs

Targeting & Audience Segmentation

Understanding Metrics & KPIs

Final Project Portfolio Presentations

Group Discussions

Course Conclusion

Interview Preparation

Content Creation

Leveraging Social Influencers

Planning Digital Campaigns

Managing Budgets & Resources

Understanding Partner Programs

Optimising Campaigns

Video & Influencer Marketing

Affiliate & Referral Marketing

Creating Reports & Dashboards

Email & Mobile Marketing

Developing Engaging Content

Creating Effective Campaigns

Playback Studio

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www.playbackstudio.co.uk

Course Duration: 8 weeks (depending on timetable)