

Strategic Digital Marketing

Duration: 24 hours

1. Introduction

- What is Digital Marketing (DM)
- Main Objectives of the DM
- Stages in the DM
- Main DM Channels

2. Doing Business on the Internet

- Product positioning
- Features vs Benefits
- Leads, Qualified leads and Conversion
- Single-stop and multistop-stop sales
- Expectations and conversion rates
- B2B and B2C

3. Website

- Home page structure
- Specific Landing pages and market segmentation
- User experience and usability
- Colours, visuals and copy
- Basic copywriting and slogan writing

4. Direct (aka outbound) Marketing (PPC)

- General principles of Advertising and PPC
- Picture vs Text
- Basic add text writing
- Image rules
- Measurements and KPIs
- InAPP, WiFi and other

5. SMM and combinational

- Choosing right social platform
- Groups and business pages
- Specifics of SMM advertising (direct and indirect)
- Scheduling and the power of commenting
- Going viral

6. Inbound marketing and SEO

- When to do SEO
- How long it takes
- Sustainable SEO vs multi-link SEO
- Keywords, competitors and research
- Basic SEO tools (e.g. MOZ and similar - brief intro)
- Basic structural information (URL, META, etc.)
- Basic semantics

7. Affiliate Marketing

- What is Affiliate Marketing?
- Calculations and when to start Affiliate Marketing.
- Network vs in-house
- Your responsibility and affiliates responsibility.