

Digital marketing:

Marketing/digital marketing: goals, strategy, do/don't, customer behavior, segmentation, 4p, marketing plan, responsibility in marketing, nonprofit organizations, reputation marketing, marketing rules and obligations, strategic marketing, sales, Facebook&Instagram marketing

SEO: goals, plan, process, keywords, onsite(keyphrases, metadescriptions, alt text, content, UX, accessible, URL, page speed, title tags, mobile friendly, internal links), offsite(links from other sites+quality of those), seo plugins wordpress.

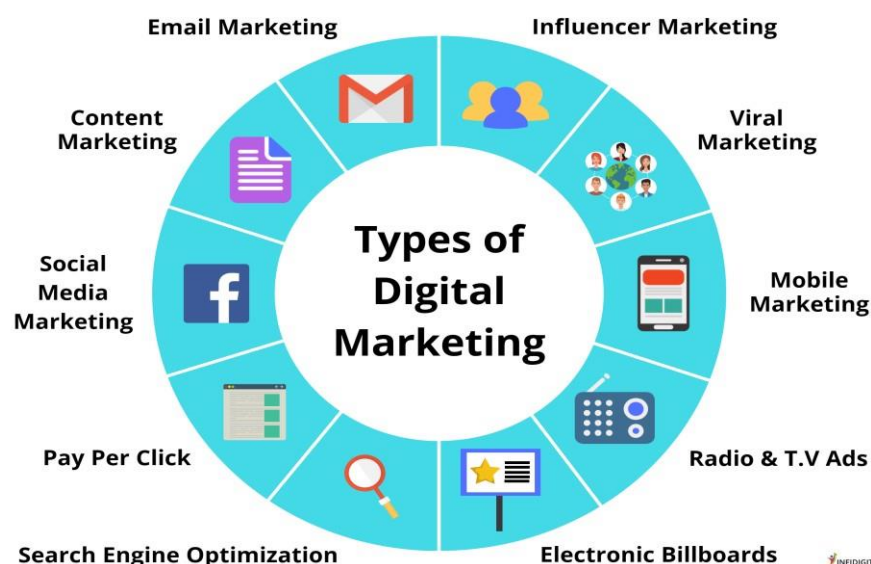
Done this in our school project(websites) and in my blog.

SEM: auction, keywords GOOGLE

ADS:

-Display ads:strategy, campaign types, automated bidding, google display ads, performance planner

-Google search campaign: strategy, search audiences, bidding



SOME: social networks, platforms, goals, plan, advertising, analytics, content marketing, engaging and growing fan base, audience insight, visual marketing, campaigns.

Meta quizzes in meta blueprint: +META certified digital marketing associate



Manage your ad campaigns
Earned: Jul 4, 2022



Customize ad creative in Meta Ads Manager
Earned: Jul 4, 2022



Choose ad placements, budget and schedule in Meta Ads Manager
Earned: Jul 4, 2022



Set Up and Use the Pixel and the Conversions API for Ad Campaigns
Earned: Jul 2, 2022



Create audiences in Meta Ads Manager
Earned: Jul 2, 2022



The importance of campaign objectives
Earned: Jul 2, 2022



Get Started with Advertising on Facebook and Instagram
Earned: Jul 2, 2022



Connect with Customers on Instagram
Earned: Jun 14, 2022



Connect With Customers Using Meta Business Suite
Earned: Jun 14, 2022



Start Marketing with Meta Technologies
Earned: Jun 14, 2022

-FB: Business suite, Fb business page, pixel, campaign, ads

-IG: campaign, for business account and features, ads

-TikTok

-LinkedIn

-Twitter

Email marketing

E-commerce

Analytics(Google): goals to track, how data gets collected and processed, configurations, segmentation, reports(audience,acquisition,behavior), custom reports, remarketing. Roll up reporting, custom funnels, unsampled reports, custom tables, reporting with bigquery, creating account, implementing tracking code, setting up data filters, Google analytics interface, top performing content, improving ecommerce performance, converted users, analyzing traffic sources, creating reports(data studio).

Video: shooting+editing

Inbound marketing: theory, techniques, tactics, content creation, target audience/buyer persona, buyer's journey, content distribution, behavioral marketing, customer segmentation, marketing automation.

In my free time I follow actively marketing and digital marketing related content in different medias such as Instagram. Also I sometimes check my business profile in Instagram and see the analytics. I have experience about Google Analytics as well because I wrote a blog and had it there.

