

# DIGITAL MARKETING Syllabus

## **Introduction to Social Media**

- Making the Message Stick and Spread
- Social Media Channels
- Engaging With Influencers
- Listening and Reputation Management
- Social Media Measurement
- Integrating Social Media with Other Disciplines

## **Introduction to Content Marketing**

- Content Marketing Strategy
- Overseeing a Content Marketing Program
- Content Marketing Tactics
- Social Media Platforms
- Measurement and Budget

## **Introduction to Email Marketing**

- Spam
- List building and List Management
- Elements of an Email
- The Process of Measuring Email
- Marketing Automation
- Integrating Email with other disciplines
- Mobile Products and Services
- Incentives and Loyalty Programs
- Location Opportunities
- Mobile Advertising
- Communicating with Mobile Audiences
- Rules and Regulations
- Mobile Measurement
- Integrating Mobile and Other Disciplines

## **Introduction to PPC**

- Account Hierarchy
- The Buying Funnel
- The PPC Auction
- PPC Targeting Options

## **Introducing Keywords**

- Creating Compelling Ads
- Measuring Goals and Bidding Options
- PPC Account Audit
- Integrating PPC with Other Disciplines

## **Introduction to AdWords**

- Account Structure
- Keywords & Match Types
- Creating Text & Search Ads
- Ad Extensions
- Display Ads
- Display Targeting
- Campaign Types & Settings
- Advertising Metrics
- Bidding & Bid Modifiers
- Quality Score
- AdWords Reports
- AdWords Tools
- Optimizing Your Account

## **Understanding Facebook**

- Facebook Presence and The News Feed Algorithm
- Visual and Video Content on Facebook
- Facebook Messenger
- Facebook Advertising

## **YouTube and Video Marketing**

- Establishing a Video Marketing Strategy
- Gaining Exposure and Measuring Impact

- Leveraging Mobile Video
- Promoting and Measuring Mobile Video

## **Understanding Twitter**

- Using Twitter as a Marketer
- Customer Service and Engagement Via Twitter
- Marketing on Twitter
- Understanding Twitter Advertising
- Twitter Ad Options

## **Advanced Table Filtering**

- Analytics Intelligence
- Mobile Application Tracking
- Multiple Goals and Goal Types
- Tracking Unique Visitors
- Custom Data Alerts
- Identify the Known Unknowns & Leverage Custom Alerts
- UTM Tracking Parameters Part 1: Tracking Parameter Concepts
- UTM Tracking Parameters Part 2: Tracking Parameter Examples
- Universal Analytics
- Enhanced Ecommerce