**Fundamentals of digital marketing**

1. module

1. Your digital opportunity

It's never been easier, cheaper or more beneficial for your business to get online. Don’t be I intimidated by the breadth of opportunities in digital. In this video we’ll look at:

* the core components of a digital presence
* how they relate to YOUR business
* how to get started.

2. module

1. Your online goals

Taking your business online offers a lot of opportunities, but with so many options, it's easy to spin your wheels and lose focus. Setting specific goals can help as you begin to navigate the digital world.

1. Building your online presence

Let’s take a look at all the options for launching your business online, step by step. We’ll cover:

* local listings
* social media and video
* websites and mobile apps

1. Marketing your online presence

You’re online, so now it’s time to bring in the customers you want. We’ll review how to best help them find you, using some tried-­and-­tested online marketing avenues:

* search engines

SEM – appear searching top results by bidding for it, (paying for it)

SEO – appear more top by relevant searching keywords

* other websites
* social media
* Email.

1. Analyse and adapt

To go digital and do it the right way, you need a well-thought­-out and flexible plan. In this lesson we’ll talk through:

* setting realistic expectations
* tracking and measuring how you’re doing
* adapting to changes in technology and your industry

3. module- build your web presence

1. Choosing your online presence

There’s more than one place for people to find you online. In this lesson we’ll explore just how important being online is these days, as well as some common ways to do it, including:

* websites
* local business listings and review sites
* social media
* mobile apps.

1. How websites work

If your business needs a website, the first step is to understand the basics. Here’s a quick summary of what you’ll need to know:

* what web servers do
* how domain names work
* how your website uses these.

Server – hosts your site

Domain name – helps people to find it

1. Key website ingredients

A website consists of many parts. Build and blend them right, and you’re sure to succeed. In this lesson, we’ll cover:

* your name
* the website’s organisation
* text, photos and other interactive elements.

1. Websites and your business goals

When creating your website, consider how to combine your business goals with what your visitors want. In this lesson, we'll talk about:

* using your site to further your business goals
* thinking like a customer
* telling your story online.

1. Make your website easy to use

Visitors to your website should be able to navigate and interact with your site easily – that's called usability. Bring them back again and again by:

* providing simple and clear navigation
* creating a consistent layout
* writing relevant and effective content.

1. Website design do’s and don’ts

When designing your website, watch out for mistakes that often chase customers away. In this lesson, we'll outline some ways to avoid frustration, such as:

* quick-loading pages
* mobile-friendliness
* general accessibility.

Further clarifications...........

Choosing right servers, technologies

Simplify your design – use the same background pic, same things in mny pages, be e efficient with code and script

Easy to use on mobile – responsive design(stacking texts, and images), use logos more, make it easy to give a ring

Do test runs from many browsers, computers

Web should friendly to use for customer, made from customer view point

Use small images(high resolution, large images only use them as thumbnails)

4. module-plan your online business strategy

1. The benefits of an online strategy

An online business strategy can boost your chances of digital success, helping you to define clear goals and focus your online activity. In this lesson, we'll explore:

* how an online business can benefit from a business strategy
* best practices when creating a business strategy
* examples of common goals and popular strategies to achieve them.

1. Taking a business online

When taking a business online, understanding how customers browse on the web is an important factor in ensuring your online efforts are rewarded. In this lesson, we will explore:

* customer behaviours online, and how these overlap with offline behaviours
* the "See, Think, Do, Care" framework, and how to use this to help understand the online customer journey
* how to group your audiences using audience segmentation.

1. Understanding customer behaviour

Create the best possible online experience for customers by understanding how to make the most of the moments when they interact with a brand. In this lesson, we'll explore:

* what customer touchpoints are
* how to map common online customer journeys
* how to identify customer touchpoints that generate business goals.

1. How to stand out from the competition

Understanding the competition is a key component of your online strategy, enabling you to position a business correctly in the marketplace. In this lesson, we'll explore:

* how to identify what makes a business stand out in a busy marketplace
* why Unique Selling Points (USPs) are important and how to construct them
* online tools available to help you research the competition.

USP – Unique Selling Point

1. Target ausi

2. Competors

3. Audience issues

3. SWOT – Strength, Weaknesses, Opportunities and Threats

1. Using goals to improve business performance

KPI s- key performance indicators – specific, measures, relevant, attainable, time-bound

5. module - get started with search

1. Search engine basics

Search engines catalogue the Internet to help connect searchers with exactly what they're looking for. That makes them a great marketing tool. This video covers:

* a brief history of search engines
* how search engines changed business
* why search is a good place to start.

1. How search engines work

way of working – 3tasks

a. crawling = examine the info they have(websites)

b. indexing = categorize each piece of content

c. ranking = what content is most useful to the user

ranking depends on web’s frsehness, number of pages, etc.

Search engines examine all the pages on the World Wide Web, categorise them and put them into a logical order when you search for something. Understanding how this works can help your business. This video will cover:

* how search engines find web pages
* what they do with the web pages they find
* how they decide what to show on search results pages.

1. How search engines see the web

Througt html code <title> tag, and including content, careful with the image’s names

If you want to make sure your website turns up in more search engine results, stay tuned for this video, which includes:

* how search engines understand what's on a web page
* which parts of a web page help search engines do this
* how to make your web pages more visible to search engine

1. Organic search explained – all depend on quality of the web page, can’t buy that place

Seo – search engine optimization

When a person types in a word or phrase on a search engine, a list of results appears with links to web pages and other content related to the search. This video covers the content found in the organic results. You'll learn:

* what organic results are
* what search engine optimisation (SEO) is
* how good website content affects the organic search results.

1. Paid search explained(SEM – Search Engine Marketing)

bid (max advertiser will pay)and the quality

only paying if user clicks, not whether it appears or not

When a person types in a word or phrase on a search engine, a list of results appears with links to web pages and other content related to the search. This results page is organised into different sections; this video covers the adverts. You'll learn:

* a bit about advertising on search engines
* why advertising on search engines is so effective
* how advertisers compete for an opportunity to show ads on the search results page.

1. Google search console

When it comes to your website, the more information you have, the better. In this video you'll learn:

* what Search Console is, and how it can help
* some of its useful features
* how to set it up.

6.module-get discovered with search

1. Intro to search engine optimisation(SEO)

unique, engaging, relevant content in the most important

Understanding how search engines work can help your business improve its online presence. This video explains:

* what search engine optimisation is
* how search engines understand your website
* what they value most.

1. The importance of an SEO plan

Ex: do keyword research

see where I appear in search results for specific keywords

look for gaps in my SEO performance

review results and adjust plan

In this step-by-step process to create an SEO plan for your website, you'll learn how to:

* develop
* prioritise
* adjust the plan to best suit your goals.

1. The SEO process

In this step-by-step process to create an SEO plan for your website, you'll learn how to:

* develop
* prioritise
* adjust the plan to best suit your goals.

1. How to choose keywords - frequency, relevant, competition are the main to focus

Choosing keywords is the cornerstone of successful search engine optimisation. In this video, we'll discuss:

* why you need to do keyword research
* the difference between short tail and long tail keywords
* what to consider when selecting keywords.

1. Setting realistic SEO goals

Setting realistic goals for organic traffic and assessing them with measurements that matter will help you strengthen your SEO strategy. In this video, you'll learn:

* how to define success
* how to select measurements that matter
* what tools can help.

7. module-make search for you

1. Making your web pages search friendly

meta tags, heading, page copy – optimize these, be sure your messages clear

Get started in search engine optimisation by improving the pages on your website. This video explains the elements that you can tweak to make your website easier for search engines to understand. We'll cover:

* title and description meta tags
* heading elements
* page copy.

1. How other websites can work for you

backlink - from others site to mine

good content – understand customers, what they asking, how you can provide it

attract customers by social media

You can improve your search visibility across the web by thinking about off-site optimisation; that is, using what happens on other websites to promote yours. This video will show you some ways to start, including:

* encouraging links to your website
* engaging with your audience through good content
* promoting your site with social media.

1. Cross borders with SEO – language, localization, country targeting

Avoid using auto translation tools – might be spams

Create different web pages, in different languages – add annotations to get recognized by search engine

CCTLD sites(specified with location) - ex: [www.exampl.com.uk](http://www.exampl.com.uk)

Different countries require different marketing tactics, and international search engine optimisation is no different. In this lesson, you'll learn about changes to make when your website crosses international borders, including:

* language
* localisation
* country targeting.

8. module- be notices with search ads

1. Introduction to search engine marketing(SEM)

Traditional advertising broadcasts a message to the world at large. But search engine marketing targets a very specific group of people – those actively looking for your products and services. In this video, you'll learn:

* what SEM is
* how it works
* why it works so well.

1. The SEM auction – relevance is much more important than the bid price

When advertisers compete to show ads on the same search results page, search engines use an auction to determine which ads appear and in what order. But there’s more to consider than just the price. In this video, we’ll talk through:

* how an SEM auction works
* factors that influence the outcome
* a detailed example.

1. What makes a good keyword

relevant – does it describe your business perfectly

traffic - don’t add too much specific either, shorter keywords perfect

competition – competition high, if relevance, traffic is high so choose less competitive, high relevance, high traffic

monitor your keyword closely.

When you’re starting a new search engine marketing (SEM) campaign, it’s important to understand what makes a keyword “good”. In this video, you’ll learn which factors to consider before bidding on keywords, including:

* relevance
* traffic
* competition.

1. Make your ads stand out

ads headling = = website headling will do

time based discounts, free shipping

direct customers to do, what you want them to do(discover our protofolio)

Take a look at any search engine results page. It’s full of text! How do you make your business’s adverts jump out in this jumble of words? In this video, you’ll learn how to:

* attract more traffic with adverts that catch the searcher’s eye
* write headlines that make a connection
* write a clear, compelling call to action.

9.module - improve your search campaigns

1. Achieve relevance with good structure

To succeed as an advertiser, you need to create adverts that help searchers find what they’re looking for – and when you do, search engines may reward you. In this video, you’ll learn:

* how SEM campaigns are structured
* how to use that structure to achieve relevance
* the benefits you’ll get by focusing on relevance.

1. Get the most from your keywords

Search engines, like Google and Bing, offer tools that take the guesswork out of choosing the right keywords, and can help potential customers find you online. We'll talk about:

* research tools
* related searches
* negative keywords.

1. Fine-tune with keyword match types

Search engine marketing (SEM) is great for letting you choose specific searches to trigger your ads. But search engines often show your ads for keywords that are slightly different from the ones you’re targeting. The solution: keyword match types. This video explains:

* what match types are and why they’re useful
* the different kinds of match types
* how to control which searches may trigger ads.

1. How to know what’s working and what isn’t

One of the best ways to measure how well your search engine marketing is working is by tracking conversions, or actions you’d like website visitors to take. In this video, we’ll cover:

* what conversions are
* how to choose the ones you want to measure
* what tools you can use to track them.

10. Module-get notices locally

1. Marketing to the locals

The Internet connects businesses and customers worldwide. But if you’re a local business, you’ll want to reach people nearby. Let’s learn a bit about:

* what local means in digital
* how your business can build a local search presence
* and a perfect pair: local marketing and mobiles.

1. The power of local directories

One of the best ways to connect with customers online is to get listed in local directories. In this lesson we'll show you:

* where to start
* how to list your business
* how to manage your local profiles.

11.module-help people nearby find you online

1. Using digital to advertise locally

Local advertising is a great, affordable (sometimes even free) way to connect with customers who are close at hand. In this lesson we’ll talk about:

* why local advertising is important
* where you can advertise online to local customers
* some special features of “local” ads

1. Reaching locals on their mobiles

Take advantage of the ways that mobile and local complement each other to connect with customers closest to you. In this lesson we'll explore:

* the importance of being found in local search results
* making the most of mobile features, like GPS and applications (apps)
* using paid advertising to reach a local audience on the go.

1. SEO for local businesses

If you want to increase the chance of local customers finding your business, you need to know a bit about:

* including key information on your website
* how search engines choose local results
* the importance of mobile.

12. Module-get noticed with social media

1. Social medial basics

Social media is everywhere, and people engage with it every day. Learn what it is and how you can take advantage of these networks by:

* understanding why you need to be there
* joining the right social media sites
* growing your presence and engaging with your networks.

1. The right social media sites for you

New social media sites pop up constantly. Here’s an overview of what’s out there and how to figure out which ones might be important to you. We’ll go over:

* different types of networks
* understanding their contexts
* the best ways to get involved.

1. Setting your goals for social media

New social media sites pop up constantly. Here’s an overview of what’s out there and how to figure out which ones might be important to you. We’ll go over:

* different types of networks
* understanding their contexts
* the best ways to get involved

1. Getting on social media

Joining a social network usually starts with opening an account and creating a profile. In this video we'll explore:

* the basics of getting started with a social media site
* the difference between business and individual accounts
* the importance of your profile

13.module-deep dive into social media

1. Your long-term social media plan

Once you start engaging with social media, you’ll realise pretty quickly: it helps to get organised. Putting together a serious plan for how you want to invest in social media will really help. In this video, we’ll cover:

* the benefits of creating a plan for social media
* what a social media plan might look like
* tools to help you put your plan into action.

1. Advertising on social media

If you want to reach specific audiences online, advertising on social media sites is a great option. In this video we'll talk about:

* how to get your message in front of specific audiences
* how advertising on social networks can complement your other social efforts.

1. Measuring success in social media

Knowing how effective your social media efforts are is invaluable to your business. Here we'll explore how to:

* collect data from the networks themselves
* make the most of social management and monitoring tools
* see what social visitors are doing on your website.

1. Avoiding social media pitfalls

Social media can be a powerful tool, but it’s also been known to cause some issues for businesses. We’ll show you what not to do, like:

* bore people to tears
* put your posts on autopilot
* spread yourself too thin.

14. Module-Discover the possibilities of mobile

1. The evolution of mobile devices

Today, people have so many different ways to access the Internet. We use computers, smartphones, tablets and now even smartwatches. Mobile marketing is constantly evolving; embrace it and your business will stay well ahead of the curve. In this lesson, you’ll learn:

* how mobile usage has changed in the last four decades
* what features are available on today’s mobile devices
* what the explosive growth of mobile use means for you.

1. Understanding mobile web and mobile apps

When people search for businesses, they are quite likely to be searching on a mobile device. Search engines are adapting to this new approach, and businesses need to adapt as well. In this video, you'll learn about:

* search engines and the mobile searcher
* ways to make your website mobile-friendly
* what you should consider for mobile SEO.

1. Understanding mobile apps

People interact with businesses through both mobile websites and mobile apps. Mobile-friendly websites are now a necessity, and many businesses can also benefit from a mobile app. In this lesson, you'll learn:

* the difference between mobile websites and mobile apps
* the benefits unique to mobile apps
* how to determine whether an app is right for you.

15.module-make mobile work for you

1. Introduction for advertising on mobile

As people spend more and more time on their mobiles, businesses are increasing their mobile advertising in order to reach new customers. In this video, you'll learn about:

* benefits of mobile-specific marketing
* mobile opportunities available to advertisers
* challenges to effective mobile advertising.

1. Search campaigns for mobile

By running mobile search ads, you can get your business in front of potential customers right when they are looking for products or services you offer. This video will cover:

* the importance of having a mobile-friendly site
* getting your keywords and ads right
* special features for mobile search campaigns.

1. Display campaigns for mobile

Whether you’re focused on driving sales or building a brand, mobile is more important than ever. That’s why a display ad approach that doesn’t include mobile is incomplete. This video will cover:

* the importance of trying different ad formats
* tools to help you quickly develop ads
* targeting apps.

1. Social media campaigns for mobile

As a business owner, you want to make your brand visible to people who use social media on their mobile devices. This video will cover:

* how to create a mobile social media campaign
* targeting options available on social networks
* guidelines for creating mobile social ad

1. Video for mobile

Mobile video consumption is on the rise, which means businesses should be following the trend towards advertising with video. In this video, we'll review:

* the growth of mobile video
* how to create mobile video ads
* targeting mobile video ads to related content.

16.module-get started with content marketing

1. Intro to content marketing

With so many businesses and brands online, content marketing is a valuable tool in helping you to stand out. In this lesson, we'll explore:

* what content marketing is, and why it can add value to an online business
* best practices for creating your own content marketing strategy.

1. Get to know your online customers

Making sure you are saying the right thing, to the right people, and are connecting with them at the right time is critical when it comes to content marketing. In this lesson, we'll explore:

* what audience segmentation is and how it can benefit a business
* how to use audience segmentation to boost your content marketing efforts
* some of the tools and systems available to help you segment your audience correctly.

1. Choosing the right format for your content

Content is much more than just text on a screen. From entertaining GIFs to blog posts, whitepapers, and full-length videos, understanding which content format can make the most impact on your audience is critical. In this lesson, we'll explore:

* popular online content formats
* the four main purposes for content marketing
* how to match different formats to your content goals

1. Writing for online audiences

When it comes to writing for the web, there are key considerations to keep in mind which will help make online reading as enjoyable as possible. In this lesson, we'll explore:

* how online audiences and offline audiences differ in their the way they read content
* why it's important to adapt your writing style to an online audience
* tools and systems to help support writing copy for the web

1. Help you content be seen

Once you've created content, knowing how to distribute and promote it online is key to getting the reaction that you want. In this lesson, we'll explore:

* the channels available to promote and distribute content effectively
* how a content calendar can help you organise your content marketing activities
* best practices that ensure your content gets the attention it deserves

1. Measuring your success in content marketing

Knowing how well your content performs once it's published online will help you understand your audience, as well as provide you with insights as to how to improve campaigns in the future. In this lesson, we'll explore:

* the tools available to help track the success of your published content
* key metrics used to measure the success of content marketing campaigns
* how to use data gathered to better meet goals in future campaigns

17.module- connect through email

1. Email marketing options

Sending newsletters and special offers to customers via email can play a key part in your overall marketing plan, building and strengthening relationships with your customers. In this video, we'll explore:

* developing a contact list
* targeting audiences based on interests
* building relationships with customers.

1. Your email marketing options

Many email marketing software systems will guide you through the entire process of setting up an effective email campaign. You can monitor how recipients interact with your emails in order to personalise the content. In this video, you'll learn about:

* common features of email marketing tools
* benefits of tracking email recipient behaviours
* personalising content according to customer information

1. Crafting great marketing emails

Your email marketing campaigns will change, but the goal remains the same. You want to craft attention-grabbing emails that encourage action. With a few tips, you can market your business like a pro. In this video, we'll explore how to:

* use subject lines to make a good first impression
* write concise content with strong calls to action
* include helpful links for customers.

1. Managing successful email campaigns

There’s a lot to manage when running an email campaign – use these strategies to set yourself up for success. Here we’ll explore how to:

* use A/B testing to improve engagement
* create relevant campaign landing pages
* measure the performance of your email campaigns.

1. Measuring success in email marketing

Knowing whether your email campaigns are successful will help you take the right actions when it comes time to improving them. In this lesson, we'll explore:

* why email metrics are important in evaluating campaign success
* five useful metrics that can help you understand email performance
* how to draw insights from the email metrics gathered.

18.module-advertise on other websites

1. What is display advertising?

Display advertising allows businesses to reach specific groups of people on specific websites with their messages. In this lesson, we'll look at:

* what display advertising is
* how it works
* the goals it can help you reach.

1. Search advertising vs. Display advertising

Search engine marketing and display advertising can both help you find customers and grow your business, but they work differently. Here, we'll compare the two, explaining:

* how they both work
* where the different ads appear
* what those advertisements look like.

1. The ins and outs of display advertising

Ready to create a display advertising campaign? First you've got to understand how to use all the different components of display, including:

* how to find and target the right audience
* how to create different kinds of adverts
* how to organise your display campaigns.

19.module-deep dive into display advertising

1. Making display ads meet your goals

From the start, you should design your display advertising campaigns to help you achieve your goals. Here we'll go over some of the many things display advertising can do for you, including:

* making a great first impression
* moving customers through the sales funnel
* turning interested people into paying customers.

1. Understanding ad networks

Advertising networks connect large groups of websites offering advertising space with people who want to advertise on them. This video examines:

* how websites and businesses work together
* common things advertising networks do.

1. How retargeting works

Retargeting allows you to advertise to groups of visitors to your website based on the things they did when they visited. Here we'll cover the basics:

* tracking what people do on your site
* using that information to identify people you want to target
* creating ads specifically for those people.

20.module-make the most of video

1. The rise of online video

As technology has improved, the popularity of online video has skyrocketed. Now, it’s a powerful tool in marketing. In this lesson you’ll learn:

* how technology has improved online video
* why online video is here to stay
* ways to promote your business with video.

1. How video fits into your online strategy

Businesses of every size can use videos to promote their products and services. In this lesson, you'll learn about:

* how video can further your business goals
* expanding your online presence with video
* ways to advertise using video.

1. Creating video content within your budget

Having an online video presence for your brand is more important than ever. Find out how you can cash in on this medium without a Hollywood budget. In this lesson you'll learn:

* how to be creative with your resources
* simple planning tips for videos on a budget
* video editing resources for beginners.

1. Sharing and promoting your video

Whether you upload videos to your website, video sharing sites or social media, there are many ways to share and promote your video content online. In this lesson you'll learn how to:

* organise videos on your website
* share videos via social media and email marketing.

1. Advertising on video sharing sites

Advertising on video sharing sites is one of the many effective ways to grow your online audience. In this lesson you'll learn:

* top video sharing sites
* ways to advertise on video sharing sites.

1. Measuring video performance

Analytics can give you insights into the people who watch your videos and how they engage with your content. With this information at hand, you can improve your videos and grow your audience. In this lesson you’ll learn:

* how to determine who watches your videos
* ways to find out what they like and don’t like
* opportunities to improve and engage new audiences.

21.module-get started with analytics

1. What is web analytics?

**Metrics** are measurable, numerical data like time spent on site or pages viewed. **Conversions** are data on how many users have completed a desired action on your site, for example buying a product or signing up for a newsletter. **Dimensions** are groups of user data that can be used to generate a report, such as their device type or location.

Web analytics can answer questions about what people are doing – and not doing – on your website. In this video, you'll learn about:

* the kind of data web analytics can provide
* how to understand that data
* how simple it is to get started

1. Making web analytics work for you?

One of the biggest benefits of going online is that digital marketing is extremely measurable. Throughout the entire customer journey, web analytics provides insight on where your website visitors are coming from, what they’re doing and how you can get more of them to “convert” on your site. In this video, we’ll cover:

* why web analytics underpins everything you do in digital
* the kinds of insights you can gain using analytics
* how to use data to support your business goals.

1. Tracking specific goals with web analytics

Used properly, web analytics tools can give you valuable information to help you meet your objectives. You can do this by setting up your web analytics tool to track the specific goals that you care about. Here we’ll explore:

* examples of goals and conversions
* why it’s important to create and configure goals
* how to determine what your own goals and conversions should be.

22.module-find success with analytics

1. Web analytics and organic search

Web analytics is great for measuring all kinds of traffic to your site, including traffic from organic search results. But you can do much more than just count up your website visitors. In this video, you'll learn:

* what kinds of data web analytics can give you about search traffic
* how to evaluate trends in your search traffic
* how to discover opportunities to make your website more relevant to searchers.

1. Tools to measure SEM

When it comes to SEM, you’re paying real money for every click that brings visitors to your website. Here’s how you can use web analytics to make sure you’re getting the most out of your investment. We’ll look at:

* which keywords are paying for themselves
* how to understand which ads are working
* how to use analytics to help you bid smarter.

1. Breaking down your data for insights

Analytics tools provide loads of data, but they don’t always give easy answers. To understand why things are happening differently for different groups, you can use a simple technique called segmentation. Here you’ll learn:

* what segmentation is
* why it’s valuable
* how to do it.