

Getting started with the course

- ▶

Video: Introduction to Course 2

4 min
- 📖

Reading: Course 2 overview

20 min
- 📖

Reading: Helpful resources to get started

20 min
- 💬

Discussion Prompt: Meet and greet

10 min

Create customer personas for your target audience

Awareness and consideration marketing funnel stages

Conversion and loyalty marketing funnel stages

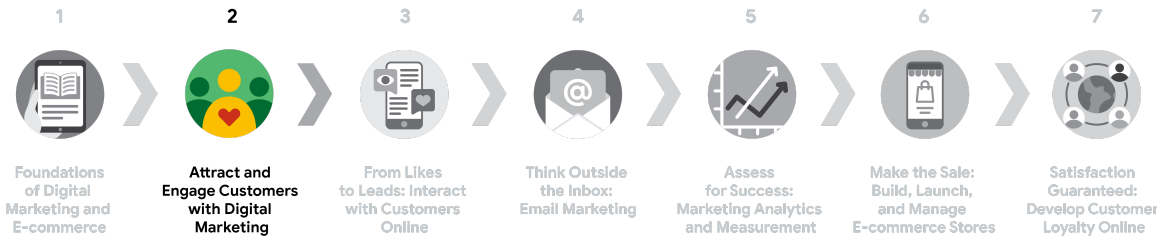
Review: Introduction to attract and engage customers with digital marketing

## Course 2 overview

Hello and welcome to the second course of the program, **Attract and Engage Customers with Digital Marketing**. By the end of this course, you will be able to apply digital marketing strategies, best practices, and tools to increase the awareness of a business, identify customer needs, and increase customer interest in products and services offered.

### Course progress

The entire program has seven courses. **Attract and Engage Customers with Digital Marketing** is the second course in the series.



1. **Foundations of Digital Marketing and E-commerce** [↗](#)—Learn about the fields of digital marketing and e-commerce and the skills needed for associate-level roles.
2. **Attract and Engage Customers with Digital Marketing** [↗](#)—(*current course*) Apply the marketing funnel concept to stages of the customer journey, including engagement, conversion, and loyalty. Learn methods for search engine optimization so potential customers find your products or services.
3. **From Likes to Leads: Interact with Customers Online** [↗](#)—Learn how to create marketing content and ads on social media platforms and evaluate their effectiveness using social media analytics data.
4. **Think Outside the Inbox: Email Marketing** [↗](#)—Learn how to execute email campaigns, use mailing lists, and automate customer communication and workflows.
5. **Assess for Success: Marketing Analytics and Measurement** [↗](#)—Learn how to collect, monitor, analyze, and present data from marketing campaigns using analytics and presentation tools.
6. **Make the Sale: Build, Launch, and Manage E-commerce Stores** [↗](#)—Learn the process to create a new e-commerce store and drive traffic to the online business through advertising campaigns.
7. **Satisfaction Guaranteed: Develop Customer Loyalty Online** [↗](#)—Learn strategies to build customer loyalty in e-commerce and use specific tools to help develop and maintain client relationships. This course also closes out the program with professional development topics to help you prepare for a job search.

### Course 2 content

This course has weekly assignments. You can complete them at your own pace; however, the weekly assignments are designed to help you finish the program in six months or fewer. Refer to the information below about weekly progression for this course.

#### Week 1: Introduction to Attract and engage customers with digital marketing

You will continue to learn about the marketing funnel and its stages: awareness, consideration, conversion, and loyalty. You'll also learn strategies for turning potential customers into paying and repeat customers at each stage of the marketing funnel. Finally, you'll explore how to use customer personas to understand consumers' goals, pain points, and preferred online platforms.

#### Week 2: Understand search engine optimization (SEO)

You will review the fundamentals of SEO. Then, you'll gain a basic understanding of how the Google Search engine works and how websites are ranked. Then, you'll learn how to do keyword research.

#### Week 3: Apply search engine optimization (SEO)

You will examine how to optimize a website for search engine optimization, including strategies for content, images, and linking. You'll also learn how to help search engines better understand your content. Next, you'll explore how to craft effective website titles and add structured data markups to help users and search engines find what they need. Then, you'll learn all about how to use SEO tools to analyze search performance and user behavior.

#### Week 4: Search engine marketing (SEM) and display advertising

You will learn about advertising opportunities within search engines, also called SEM and Google Display advertising. You'll learn best practices for creating an ad in search results or a display ad. You'll finish the course understanding how to apply and improve display ads.

### What to expect

This course offers a series of lessons with many types of learning opportunities. These include:

- **Videos** for instructors to teach new concepts and demonstrate the use of tools
- **Readings** to introduce new ideas and build on the concepts from the videos
- **Discussion forums** [↗](#) to share, explore, and reinforce lesson topics for better understanding
- **Discussion prompts** to promote thinking and engagement in the discussion forums
- **Self reviews** to practice tasks and check your results for accuracy or correctness
- **In-video quizzes** to help your comprehension of content presented in videos
- **Practice quizzes** to prepare you for graded quizzes
- **Graded quizzes** to measure your progress, give you valuable feedback, and satisfy program completion to obtain a certificate—Following program guidelines, you can take a graded quiz multiple times to achieve a passing score of 80% or higher.

### Tips for success

- It is strongly recommended to go through the items in each lesson in the order they appear because new information and concepts build on previous knowledge.
- Participate in all learning opportunities to gain as much knowledge and experience as possible.
- If something is confusing, don't hesitate to replay a video, review a reading, or repeat a self-review activity.
- Use the additional resources that are referenced in this course. They are designed to support your learning.
- When you encounter useful links in this course, remember to bookmark them so you can refer to the information later for study or review.
- Understand and follow the **Coursera Code of Conduct** [↗](#) to ensure that the learning community remains a welcoming, friendly, and supportive place for all members.

Mark as completed

