Digital Marketing Bootcamp

**Flag**: ~7 Hours • Explore New Skills

**About This Bootcamp**

Have you heard about the importance of digital marketing skills but don’t know how to get started? Are you running digital marketing campaigns but want to learn how other digital marketers plan and execute measurable strategies?

In this hands-on bootcamp, you’ll gain an overview of key concepts, learning new ways to promote your business and connect with customers as a digital marketer. Discover how to build and execute a digital marketing strategy through digital channels like social media, search engine optimization, and email marketing.

This digital marketing bootcamp provides a concise introduction to our evening and 1-week [Digital Marketing](https://generalassemb.ly/education/digital-marketing) courses, which dives further into paid advertising, marketing analytics, content marketing, and more.

**You’ll Learn To...**

* Explain the Objective-First Framework and its importance for digital marketers in creating successful campaigns.
* Write a SMART objective for a scenario digital marketing strategy.
* Differentiate between KPIs and metrics.
* Choose the right KPI and actionable metrics for your scenario.
* From social media, to content marketing, to SEO and paid search, select the channel for your campaign based on objective and target audience.
* Apply best practices to design the creative for your digital marketing strategy, to be deployed via social media, content marketing, and other digital channels.
* Choose an element of your campaign to test, and write a hypothesis for that test.

**What You’ll Need**

* If you already have Google Ads, Facebook Ads Manager, and/or LinkedIn Campaign Manager set up for your business, please be sure to bring your login information. If not, we will set you up during the digital marketing bootcamp.

**Workshops @ GA**

Since 2014, more than 1.1 million participants have turned to GA’s short-form programs for immediate skill development in tech, business, data, and design. We offer 100+ interactive, instructor-led workshops, both remotely and at campuses around the world.

#### **Refund Policy**

We understand that, sometimes, plans change. If you can no longer make it to a class or workshop, please email us at least seven (7) days before the scheduled event. No refunds will be given to cancellations made within a week of the workshop or event.

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#### **Community Code of Conduct**

Your registration for or attendance at any General Assembly offering indicates your agreement to abide by this [Community Code of Conduct](https://generalassemb.ly/community_code_of_conduct) policy and its terms.

*This workshop does not include instruction beyond the secondary school level. Participants must be 16 years of age or older.*

*GA’s workshops and events are for avocational purposes only and are not regulated or approved by any state agency or other regulatory body. No certificate is awarded upon completion.*