

Diploma in

# Digital Marketing

Starter Pack





# Digital Marketing

## Course Outline

In the this course you can expect 4 modules comprising the following:

Each module consists of:

- 8 lessons
- 4/5 practice assignments
- 1 module assignment
- Webinar slides
- Summary notes
- Bonus lessons

### Module 1 - An Introduction

Lesson 1:	Your intro to digital marketing
Lesson 2:	Setting your goals
Lesson 3:	Tracking digital marketing KPI's
Lesson 4:	Reaching your target market
Lesson 5:	Free digital marketing options
Lesson 6:	Content development
Lesson 7:	Paid search engine marketing - Just Google It!
Lesson 8:	Creating a digital strategy

### Module 2 - SEO

Lesson 1:	Fundamental SEO tools - google search
Lesson 2:	Keyword search for SEO
Lesson 3:	URL structure and internal links
Lesson 4:	External link building: Part 1
Lesson 5:	External link building: Part 2
Lesson 6:	Local SEO: Part 1
Lesson 7:	Local SEO: Part 2
Lesson 8:	Analysing and Optimising SEO Performance

### Module 3- Content & Campaign Creation

Lesson 1:	The importance of mobile
Lesson 2:	Video content & advertising
Lesson 3:	Email marketing
Lesson 4:	Influencing & affiliate marketing
Lesson 5:	Facebook business manager
Lesson 6:	Planning a Google search campaign
Lesson 7:	Implementing a search campaign part 1
Lesson 8:	Implementing a search campaign part 2

### Module 4 - Optimisation & Analysis

Lesson 1:	Understanding metrics
Lesson 2:	Brand management
Lesson 3:	Google analytics part 1
Lesson 4:	Google analytics part 2
Lesson 5:	Affiliate marketing
Lesson 6:	Ecommerce business part 1
Lesson 7:	Ecommerce business part 2
Lesson 8:	SEO recap



## Digital Marketing

### Objectives

This is a short bit of recommended reading before you start your course. We will be covering the below from the first lesson onward, but many students struggle with objectives and KPIs.

#### Objectives

Marketing objectives are clearly defined goals set by a business. We will be covering multiple objectives throughout the course.

A business can't rely on something / someone else to define their objectives because they are individual to the business. What this also means is that there is no "one size fits all" solution for a business when it comes to objectives and how to go about achieving them.

**An example of a defined business objective would be:**

"I want to achieve 5000 website visitors over the next 3 months"

What defines it is the time-frame that you have given it.

**Setting objectives using the SMART method is recommended across multiple disciplines.**

- S** - Specific
- M** - Measurable
- A** - Attainable
- R** - Relevant
- T** - Time-based

Ensure that your objective meets all these "requirements".

There are plenty of free resources on SMART goal setting if you would like a thorough breakdown.

An objective of increasing website visitors is commonly referred to as increasing **traffic**, or more commonly it would fit under **awareness** - making people aware of a business.

Other examples of objectives would be **leads** (people giving you their contact information) or **sales**. It's quite easy to set an objective, what makes it tougher is the time-frame, and then of course how you are going to achieve this goal.

We will be covering the *how* in this course.



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### KPIs

KPIs are Key Performance Indicators, this is where the “M” from SMART comes in.

**This is a very high-level overview, and details would differ depending on the platform you’re marketing on:**

If we use the example of the 5000 website visitors in 3 months, and add that this is going to be achieved with paid advertising, how will you know that you have received those visits?

You would look at the number of website visitors on your website over the 3-month period.

**Number of website visitors is therefore your main KPI** - this is how you will know whether you have achieved your objective. But you don’t sit there in the hope that your visitors will increase, you try to impact the factors that contribute to the number of website visitors.

So, what contributes to your website visits?

**Clicks.**

And now you have your second “key” KPI.

**What impacts the number of clicks you receive?**

This is where it can get very detailed, but the main factors would be your **cost-per-click (CPC)**, which is the amount you pay per click, and your **click-through-rate (CTR)**, which is the % of people who clicked your ad after seeing it.

**Your KPIs for this objective are therefore:**

- Website visitors
- Clicks
- CPC
- CTR

These are the “numbers” your marketing is going to focus on improving.

- You’ll want to try and get the lowest CPC so that your budget is sufficient to give you the clicks you need.
- You’ll want to improve your ads so that more people click on them (increasing CTR)

And so on.

See you in lesson 1!