

Digital Marketing Strategy

Lesson 1: Developing a digital marketing campaign - mapping out your objectives

Getting started

Developing a digital marketing campaign

Finding your audience

Promoting your content

Lesson 2: Developing a digital marketing campaign - promoting your content

Using owned media

Using earned media

Using viral marketing

Lesson 3: Developing a digital marketing campaign - measuring your impact

Monitoring the success of your digital marketing campaign

Measuring your impact

Using social listening

Reflect on your learning

Lesson 4: Successfully managing a digital marketing campaign

Exploring a digital marketing campaign

Key tips for successfully managing a digital media campaign

Next steps

End of course assessment

Congratulations

Progressing to the next course in *10,000 Women*