COURSE SYLLABUS

Digital Marketing Strategy & Web Fundamentals Course

Learn how to create a successful digital marketing strategy and optimize your business's website to reach your target audience. This accelerated course covers topics such as identifying your goals and audience, optimizing your website for conversion, and developing a value proposition.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/digital-marketing-training



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Course Outline

Digital Marketing Strategy

Intro to Digital Marketing

- What is digital marketing?
- The digital marketing landscape
- A look at digital marketing channels
- Establishing goals, objectives & KPIs
- Leveraging social media for growth

Target Audience Identification

- How to identify your target audience
- How to build customer personas
- Tools for researching your target audience

Developing Your Positioning in the Marketplace

- Identify what makes your company unique
- Develop your positioning statement
- Develop a value proposition

Developing Your Digital Marketing Strategy

- Identifying your top goals
- Establishing a budget
- Design Tactics
- Tracking Key Performance Indicators (KPIs)

- Measuring Results

Website Fundamentals

Introduction to the Hub & Spoke Model

- The role of your website
- Three questions every website should answer
- Developing a user-friendly website structure

Designing an Effective Homepage

- The role of your website homepage
- Elements of a successful homepage
- Using persuasion in design

Designing Effective Product Pages

- Product page formats
- Best practices for product pages
- Features every product page should have