

Digital Marketing Strategy & Web Fundamentals

This accelerated course covers how to build a digital marketing strategy that succeeds and how to tune your business's website so it reaches the audience you want. Topics include defining your goals and audience, developing a value proposition, and optimizing your site for conversion.

Group classes in NYC and onsite training is available for this course. For more information, email corporate@nobledesktop.com or visit: <https://training-nyc.com/courses/digital-marketing-strategy-web-fundamentals>



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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 targeting audience

Developing Your Positioning in the Market Place

- 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