COURSE SYLLABUS

# Digital Marketing Strategy & Web Fundamentals

Live instruction: Plan a digital marketing strategy, define your audience and goals, and evaluate homepage and product page design.

> Group classes (NYC) and onsite training are 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 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