

Digital Marketing Strategy & Web Fundamentals (Self-Paced)

Find out how to put together a digital marketing strategy that works and how to optimize your business's website for the audience you are trying to reach. Goal and audience identification, value proposition development, and conversion optimization all belong to this accelerated course.

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



nyc@careercenters.com • (212) 658-1918

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