

Digital Marketing Certificate

In this New York State-licensed certification program, learn the fundamentals of digital marketing strategy as you complete real-world exercises in SEO, Google Analytics, Google Ads, and Social Media Marketing.

Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: <https://training-nyc.com/certificates/digital-marketing>



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Course Outline

This package includes these courses

- Email Marketing Bootcamp (6 Hours)
- SEO Bootcamp (12 Hours)
- Google Ads Bootcamp (12 Hours)
- Google Analytics Bootcamp (12 Hours)
- Instagram Marketing (12 Hours)
- Facebook Marketing (12 Hours)
- LinkedIn Marketing (6 Hours)
- YouTube Marketing (6 Hours)
- Social Media Content Marketing: Blogs & Twitter (6 Hours)
- TikTok Marketing (6 Hours)
- Digital Marketing Strategy & Web Fundamentals (6 Hours)
- Content Marketing Bootcamp (6 Hours)
- Streaming for Social Media (6 Hours)
- Social Media Industry & Portfolio (18 Hours)

Email Marketing Bootcamp

- Find out about the different types of emails & how to create them
- Optimize open rates & click-through rates with A/B testing
- Build an email marketing strategy that works for you

SEO Bootcamp

Gain insights into Search Engine Optimization (SEO) and competitive keyword analysis while developing a strategy that will launch your website all the way to the top.

Google Ads Bootcamp

This two-day training is a comprehensive exploration of Google Ads (formerly Google AdWords). Learn how to develop and manage a successful campaign, generate leads and sales, track conversions, and more.

Google Analytics Bootcamp

This two-day workshop is a comprehensive look at Google Analytics and its many applications. Learn how to set up an account, understand what you should be tracking, how to interpret Google Analytics reports and data, and more!

Instagram Marketing

- Develop digital marketing strategies for Instagram
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

Facebook Marketing

- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and the Meta Pixel to ensure that you earn a high return on your advertising budget

LinkedIn Marketing

- Develop business-based social media strategies
- Use LinkedIn for prospecting and promoting your business
- Learn how to advertise and track analytics

YouTube Marketing

- How to identify and engage your target audience
- Building a following on YouTube
- Ad creation and optimization

Social Media Content Marketing: Blogs & Twitter

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience
- Master X (formerly Twitter) marketing

TikTok Marketing

- How to identify and engage your target audience
- Monitoring TikTok trends and topics
- Techniques for creating content

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.

- The core skills for driving more site traffic, more leads, and more sales
- A method for putting together a digital marketing strategy
- The components a website needs if conversions are going to rise
- Ways to convert leads into completed sales
- Techniques for reviewing your marketing and raising your return on investment

Content Marketing Bootcamp

Content creation, promotion, and measurement all receive thorough treatment in this course. The accelerated class passes on useful insights along with the best practices for putting content creation to work in promoting your brand.

- Apply content marketing strategies that draw in your target audience and keep it engaged
- Build a working grasp of curation techniques and the best practices used across the industry
- Draw up a strategy for promoting your content, tracking it, and improving how it performs
- Review the metrics that reveal content effectiveness, then sharpen your campaigns accordingly
- Look at the tools and workflows that make creating and distributing content more efficient

Streaming for Social Media

This class on OBS for streaming shows how streaming fits into a social media strategy. You will set up content sources, link your streaming accounts, and work toward your goals on Twitch, YouTube, and TikTok.

- Setting up OBS so it is ready to stream
- Streaming to Twitch, and what that platform offers
- Streaming to YouTube, and what that platform offers
- Streaming to TikTok, and what that platform offers

Social Media Industry & Portfolio

This capstone course looks at where the opportunities in social media marketing are and how to shape your online presence so it helps you get hired. Brand research, campaign development, LinkedIn networking strategies, and more are on the agenda, all aimed at getting you ready to pursue work in social media management or content creation.

- An introduction to earned-first creative thinking
- Come up with original ideas and learn to present them in a portfolio
- Sharpen your résumé and LinkedIn profile
- Strengthen your social media presence