COURSE SYLLABUS

Digital Marketing Certificate

Learn digital marketing strategy through hands-on 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 & X (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

Learn SEO fundamentals through keyword research, on-page optimization, website structure, and performance measurement. Practice evaluating a site and identifying improvements.

Google Ads Bootcamp

Plan and manage Google Ads campaigns. Practice keyword research, audience targeting, bidding, conversion tracking, and campaign analysis.

Google Analytics Bootcamp

Use Google Analytics to understand website activity and evaluate marketing performance. Learn to set goals, read reports, and connect measurement to business questions.

Instagram Marketing

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

Facebook Marketing

- Set up a Facebook business page and plan content.
- Use groups and targeted ads as part of a marketing strategy.
- Work with conversion tracking, audience targeting, and the Meta Pixel.
- Evaluate campaigns with reporting.

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 & X (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

Define marketing goals, research your audience, develop a value proposition, and evaluate website design and conversion metrics.

Content Marketing Bootcamp

Plan content creation and curation, choose distribution channels, and measure performance to guide improvements.

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

Develop and present a social media campaign project, then refine your resume, LinkedIn profile, and professional online presence.