

# Digital Marketing in a Day

Dive into digital marketing by learning how to increase your web traffic, generate and convert leads, launch a successful email marketing campaign, and how to use Google Ads and Google Analytics.

Group classes in NYC and onsite training is available for this course. For more information, email [contact@nyimtraining.com](mailto:contact@nyimtraining.com) or visit: <https://training-nyc.com/courses/digital-marketing-training>



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## Course Outline

### Section 1

#### Intro to Digital Marketing

- What digital marketing is
- Establishing your business positioning
- Define your target audience
- Establishing goals, objectives & KPIs
- Creating a strategy for achieving your goals

### Section 2

#### Google Ads

- Introduction to Paid Search
- How PPC Works
- Understanding the Google Ads Auction
- Google Ads Account Structure
- Targeting Capabilities to Reach Your Ideal Clients
- Ad Groups Best Practices
- Keyword Match Types
- Keyword Research
- How to Select Keywords
- Best Practices for Writing Ads
- How to Test Ads
- The Role of Landing Pages
- Setting up Phone Call & Conversion Tracking

## Section 3

### Email Marketing

- Introduction to email marketing
- What is needed to succeed at Email Marketing
- Building an email list
- Choosing an email service provider
- Different types of email
- Planning your email marketing
- Writing for your audience
- List building strategies
- Segmentation
- Email Deliverability
- A/B Testing Emails
- Increasing email open rates
- Email best practices
- Measuring and analyzing results

## Section 4

### Google Analytics

- Introduction to Google Analytics
- How to setup a Google Analytics Account
- How to install Google Analytics Tracking Code
- How to test to confirm codes are installed and tracking correctly
- How to Link other Google Accounts to Google Analytics
- How to create Filters
- How to set up Conversion tracking
- How to create goals in Google Analytics
- An overview of the Google Analytics Dashboard
- Key Google Analytics Reports
- How to leverage Google Analytics data to improve performance