

# Digital Marketing Strategies Bootcamp

Learn the strategies and skills needed to succeed online. The course covers how to develop a digital marketing strategy, fundamentals required for increasing conversions, email marketing strategies, and more.

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-strategies-bootcamp>



[contact@nyimtraining.com](mailto:contact@nyimtraining.com) • [\(212\) 658-1918](tel:(212)658-1918)

## Course Outline

### Day 1 - 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

### Day 1 - 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

# **Day 2 - Email Marketing**

## **Introduction to Email Marketing**

- What is email marketing
- The role of email marketing
- What is needed to succeed at email marketing

## **Building Your Email List**

- A look at email permissions
- Mistakes to avoid
- Strategies for building your email list

## **Email Campaign Creation**

- The three types of emails
- Mass email vs Automated email
- The different types of email campaigns and when to use each one

## **Designing Effective Emails**

- The elements that affects email success
- Best practices for creating each element
- Best practices for email content

## **Email Campaign Optimization**

- A/B Testing
- Optimizing open rates
- Optimizing click through rate

## **Email Deliverability**

- Delivery vs Deliverability
- Developing a good email reputation
- Steps for ensuring email deliverability

Email Lab: Create an email

# Day 2 - Content Marketing

## Introduction to Content Marketing

- What is content marketing
- The Role of content marketing
- Planning your content strategy
- Creating a content calendar

## Content Creation

- The different types of content
- Mapping content to buying stages
- Utilizing content curation
- Content creation best practices

## Content Promotion

- Why you need to promote your content
- Where to promote your content
- Creating a content promotion plan

## Content Measurement

- How to measure the success of your content marketing
- KPIs for content marketing
- Identifying opportunities to maximize results