



# Digital Marketing

A two day, 5 star rated course from the Marketing Training experts



# Digital Marketing Course

This is a two day training course that will give you a good understanding of the main digital marketing tools and techniques that you can use to help you:

- Enhance your website & improve conversion levels
- Improve your rankings in Google
- Understand how to use Analytics to improve your website and marketing activities
- Create more effective email campaigns
- Create more effective AdWords campaigns
- Use social media more effectively

## Suitability - Who should attend?

This training course is ideal for anyone who wants to improve their digital marketing skills and knowledge in order to develop the marketing for their business and/or enhance their career prospects.

## Price and Venues

Manchester: £550 + VAT

Other venues: Private courses on request

We run private courses for individuals and businesses throughout the UK.

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Thank you for such a great Digital Marketing course.

I thought the course was very beneficial and in 2 days I learnt so much as there was a lot of content covered.

The class size is great as there are no more than 6 attendees so you were able to tailor the training to me and my company.

Ashleigh Warren | Giti Tire (UK) Ltd

## Private & One to One courses

Please email or call us with your preferred venue, number of delegates and any requests.

Google

5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided



# Digital Marketing



The course content was completely relevant and I certainly learnt some tips and tricks to improve my digital campaigns. I will send my team on the digital marketing course to improve their skills too. Well Done!

Donna Sheridan, Head of Marketing

## COURSE OUTLINE

This Course will teach you the core skills in Digital Marketing & how to maximise its potential for your business/organisation.

### Website Design

- Structuring your website
- Segmentation
- Creating better structured content
- Mobile options
- CMS Systems and design options
- Identifying changes in your website

### Search Engine Optimisation

- Introduction to SEO
- How Google works
- The Key ranking factors
- Keyword research
- Competitor analysis
- On-page SEO
- On-site SEO
- Off-page SEO
- Link Building & PageRank
- Citations & mentions
- Local SEO and Google My Business

### Google Analytics

- How it works
- Creating a Measurement Plan
- Accounts, Properties & Views
- Custom Dashboards
- Creating Goals & Funnel Paths
- Viewing and filtering the reports
- Audience Reports
- Acquisition Reports
- Behavior Reports
- Conversion Reports
- Filters, Segments and Search
- A/B Testing
- Ecommerce & Event Tracking

### Google AdWords

- How it works & AdRank
- Practical Session setting up campaigns
- Campaign settings
- Writing effective Ads
- Keyword research & selection
- Bid Strategies & Match Types
- Campaign optimisation

### Email Marketing

- Rules & Laws
- Setting objectives & strategies
- Timing & plans
- List building & segmentation
- Subject lines & the 'From' field
- Crafting your email
- Image creation
- Practical session using MailChimp

### Social Media

- Setting objectives & strategies
- Selecting the channels
- Social Media rules
- Social Media tactics
- Facebook, Twitter, LinkedIn case studies
- Management & Monitoring Tools

To book please see next page



The Digital Marketing training course was outstanding and really enjoyable. It gave me the skills to create a well thought out strategy for our digital marketing activities.

Helen Dale, Alpha Floatation

## How to book

To reserve your place on the Digital Marketing course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and In House training on request.

Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)

Call: 0161 226 6032

Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)

We offer group booking discounts for two or more delegates.

