



# Digital Marketing Essentials Course

## Venue Information

**Venue:** London UK

**Place:**

**Start Date:** 2026-12-15

**End Date:** 2026-12-19

## Course Details

**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-35

## Syllabus

### Course Syllabus

## Digital Marketing Essentials Course

The **"Digital Marketing Essentials"** training course will equip you with the core skills of digital marketing in just five days. Master SEO, SMM, PPC, content marketing, and email marketing through expert-led workshops and hands-on exercises. Gain the knowledge to create and execute powerful digital strategies, and stay ahead of industry trends. Transform your digital marketing skills and elevate your career!

## **Introduction :**

This intensive five-day program is designed to equip you with the foundational knowledge and practical skills needed to excel in the ever-evolving field of digital marketing. Whether you are a beginner looking to start your journey in digital marketing or a professional aiming to enhance your current skill set, this course will provide you with the essential tools and strategies to effectively reach and engage your target audience.

## **Course Outlines**

### **Day 1: Introduction to Digital Marketing**

- Overview of digital marketing, its definition, scope, and importance in the modern business landscape.
- Comparison of traditional marketing vs. digital marketing.
- Key concepts and terminology: SEO, SEM, SMM, PPC, content marketing, and email marketing.
- Understanding digital marketing channels: owned media, earned media, and paid media, with an overview of popular platforms like Google, Facebook, Instagram, LinkedIn, and Twitter.
- Crafting a digital marketing strategy: setting objectives and goals, identifying target audience, competitor analysis, and creating a digital marketing plan.

### **Day 2: Search Engine Optimization (SEO)**

- Introduction to SEO: definition, importance, and understanding how search engines work.
- On-Page SEO: keyword research, meta tags (title, description), content optimization, and URL structure.
- Off-Page SEO: backlinking strategies, social signals, and guest blogging.
- Technical SEO: site speed, mobile optimization, XML sitemaps, and robots.txt.

### **Day 3: Social Media Marketing (SMM)**

- Introduction to social media marketing: its importance in digital marketing and an overview of major social media platforms.
- Building a social media strategy: setting objectives, audience analysis, and content planning.
- Content creation and curation: types of content (text, image, video), best practices for content creation, and tools for content curation.
- Social media advertising: overview of social media ads, creating and managing ads on platforms like Facebook, Instagram, LinkedIn, and Twitter, including budgeting and bidding strategies.

### **Day 4: Pay-Per-Click (PPC) Advertising and Email Marketing**

- Introduction to PPC advertising: definition, importance, and platforms for PPC advertising (Google Ads, Bing Ads).
- Creating effective PPC campaigns: keyword research, writing compelling ad copy, and setting up and managing campaigns.

## **Day 5: Analytics, Measurement, and Future Trends**

- Introduction to web analytics: importance, overview of Google Analytics, and key metrics to track.
- Measuring campaign effectiveness: setting up goals and conversion tracking, analyzing data and deriving insights, and reporting and dashboard creation.
- Future trends in digital marketing: exploring the role of artificial intelligence, voice search optimization, and video marketing trends.
- Course review: recap of key concepts, Q&A session, and course feedback with next steps.