DIGITAL MARKETING CERTIFICATE

Come get a fundamental yet advanced introduction to eMarketing, including improving email promotions, analyzing your web site traffic, doing search engine optimization, and how to successfully employ online advertising.

Relevant for any type of organization, including businesses, companies, non-profits, and government agencies. No eMarketing experience or expertise is necessary. If you are already at an advanced level, your instructors are experts and can provide the latest most advanced information and answer your toughest questions.

- **Improving Email Promotions:**

Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the bench marks for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing.

Get a basic introduction to email promotions. If you are advanced, your instructor is an email expert and can answer your toughest questions as well.

- **Boosting Your Website Traffic:**

Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your visitors and results.

No experience necessary, but if you are at an advanced level, your instructor is an SEO expert and can answer your toughest questions as well.

- **Online Advertising:**

Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach.

No experience necessary, but if you are at an advanced level, your instructor is an online ad expert and can answer your toughest questions as well.

CEUs/ILUs: 4.8 Length (in hours): 48 Price in CAD $665.00

DIGITAL MARKETING CERTIFICATE UNITS

Improving Email Promotions

Unit 1

- Why email marketing

- Targeting promotions in the Internet Age

- Return on Investment (ROI) for email promotions

- The importance of permission marketing, relevant content, and opt-out options

- Integrating email promotion with other kinds of marketing

Unit 2

- How email works

- How commercial email vendors function

- Analyzing Open, click through and conversion rates

- Cleaning and updating email lists

- How HTML and text emails differ

Unit 3

- Writing email copy

- Writing a good subject line

- Writing email body copy

- Writing response and action copy

- Design and formatting email promotions

Unit 4

- Testing and tracking emails

- Frequency and best times to email

- How to test different emails

- Following up on inquiries

- Creating a one year email marketing plan

Boosting Website Traffic

Unit 1

- Why web site analysis works

- Why web site managers analyze their visitor traffic

- Creating goals and objectives for your web site

- Understanding the web site visitor experience

- How data analysis can improve web site outcomes

Unit 2

- How Google Analytics functions

- Setting up Google Analytics accounts

- Analyzing traffic sources and visitor traffic

- Redesigning pages to improve retention

- Testing web site versions with Google Optimizer

Unit 3

- Search Engine Optimization

- Understanding how page ranking and positions are determined

- Redesigning the title bar, alt tags, heading area, and links your URL

- Keyword density and rewriting web page copy

- Strategies to improve your page rank

Unit 4

- Moving to Web 2.0

- Generation Y and the Web 2.0 Attitude

- Developing user-created content

- Creating interactive web sites

- The future of web sites

Online Advertising

Unit 1

- The evolution of online advertising

- From mass marketing to targeted marketing

- The role of search in online advertising

- Return on investment for online advertising

- Competing effectively with online advertising

Unit 2

- Creating Google AdWord Campaigns

- Determining keywords

- Selecting your AdWord territory

- Understanding pricing strategies

- Creating an AdWord budget and evaluation

Unit 3

- Improving Online Advertising Results

- How SEO and online advertising complement each other

- Testing keywords and related keywords

- Using Traffic Estimator to improve keyword selection

- Successful strategies in using online advertising

Unit 4

- Facebook Ads

- Understanding Facebook uses and users

- Using demographics to target Facebook Ads

- Setting up Facebook Ads

- Trends and future of online advertising