

# Digital Marketing - Advanced Level

## About the Workshop

The Advanced Digital Marketing Course teaches advanced concepts and techniques in digital marketing to an audience with a previous experience in the field.

The course is a complement to the Digital Marketing Course for Beginners & Intermediates and offers advanced theoretical and practical lessons for students willing to become advanced digital marketers.

The course involves a variety of case studies and exercises to develop the right skills needed to create and implement advanced digital and social media strategies. Group presentations are also available for the same purpose.

## Learning Objectives

Upon completion of workshop participants will be able to:

- Use advanced advertising techniques on social media (Facebook and Instagram)
- Setup conversion tracking on social media and Google AdWords
- Use advanced advertising features in Google Paid Search
- Understand and use advanced SEO techniques to rank on top positions
- Understand CRO (Conversion Rate Optimization) to improve conversions
- Employ powerful Display and retargeting techniques

## Target Audience

Job seekers, Entrepreneurs, Sales, marketing and media professionals, webmasters, web developers, key managers and any aspiring business people who wish to increase their digital marketing skills to add value to their organizations and better serve the end-customers.

## Topics Covered

- 1. Module 1: The pillars of CRO (Conversion Rate Optimization)**
  - a. Strategic thinking for advanced digital marketers
  - b. Introduction to CRO
  - c. From reach to conversion: Key metrics on the path to conversion
  - d. The fundamentals of A/B testing
  - e. A/B testing case studies
  - f. A/B testing software / tools
  - g. Live website critique: overview of 5 websites and how to optimize them for conversions
  - h. Group exercise: Analyze a website and suggest conversion optimizations
- 2. Module 2: Conversion tracking on Google Analytics & AdWords**
  - a. Google Analytics refresher
  - b. How goals work in Google Analytics
  - c. Setting up goals in Google Analytics
  - d. Linking AdWords to Google Analytics
  - e. Setting up conversion tracking on Google AdWords
  - f. Analyzing AdWords campaigns in Google Analytics
  - g. Exercise: Calculate key traffic and conversion metrics
- 3. Module 3: Advanced SEM (Search Engine Marketing)**
  - a. Advanced keywords optimizations
  - b. How to make the most out of the keyword planner
  - c. Using the opportunities tab
  - d. Using ad extensions
  - e. Using advanced ad targeting criteria
  - f. Using advanced bid optimizations
  - g. Group exercise: Create a full-fledged paid search campaign for an online shopping site
- 4. Module 4: Advanced social media advertising techniques**
  - a. How to use custom audiences on Facebook and Instagram
  - b. How to create a lookalike audience on Facebook and Instagram
  - c. Using pixels to track conversions
  - d. Generating advanced and custom reports on the Ad Manager
  - e. How to setup native landing pages on Facebook and generate leads
  - f. Advanced video marketing techniques on Facebook and Instagram
  - g. Advertising natively on Instagram
  - h. Group exercise: Promote a real estate project on Facebook and Instagram

5. **Module 5: Advanced display and retargeting techniques**
  - a. Introduction to Display advertising
  - b. Introduction to remarketing (Retargeting)
  - c. Advanced features in Google Display
  - d. Group exercise: Create your first campaign on Display & remarketing
6. **Module 6: Advanced SEO (Search Engine Optimization) techniques**
  - a. Setting up and using the Google Search Console
  - b. Key SEO tags that make or break your organic rankings
  - c. Useful SEO diagnostic tools
  - d. How to conduct a keyword research
  - e. Conducting on-page SEO
  - f. Conducting off-page SEO
  - g. Content marketing for SEO purposes
  - h. Exercise: Optimize a website for SEO

## Methodology

The course involves a variety of case studies and exercises to develop the right skills needed to create and implement successful digital marketing strategies. Group presentations are also available for the same purpose.

**Duration:** 12 hours