



International Training
Center Paris

TRAINING SCHEDULE

Phone: +33 6 59 26 89 09

E-mail: Info@itcparis.com

Address: 78, Avenue des Champs-Élysées, 75008 Paris

DIGITAL MARKETING BASICS

Overview:

Digital marketing is the practice of promoting products or services using digital channels such as search engines, social media platforms, email, mobile applications, and other digital media. Digital marketing has become an essential aspect of any business strategy, as it offers a range of opportunities to reach a wider audience, increase brand visibility, and engage with customers in real-time.

The basic training in digital marketing is designed to provide an overview of the key concepts, tools, and techniques used in digital marketing. The objective of the training is to equip individuals with the foundational skills and knowledge they need to plan, execute, and measure effective digital marketing campaigns.

The training typically covers the following topics:

- **Introduction to Digital Marketing:** This section provides an overview of digital marketing, its benefits, and how it differs from traditional marketing.
- **Search Engine Optimization (SEO):** This section covers the basics of SEO, including keyword research, on-page optimization, and link building.
- **Pay-Per-Click (PPC) Advertising:** This section covers the basics of PPC advertising, including how to create and manage a PPC campaign, and how to measure its effectiveness.
- **Social Media Marketing:** This section covers the basics of social media marketing, including how to create and manage social media accounts, how to create engaging content, and how to measure the success of social media campaigns.
- **Email Marketing:** This section covers the basics of email marketing, including how to create effective email campaigns, how to build an email list, and how to measure the success of email campaigns.
- **Content Marketing:** This section covers the basics of content marketing, including how to create engaging content, how to distribute content, and how to measure the success of content marketing campaigns.

- **Analytics and Reporting:** This section covers the basics of analytics and reporting, including how to use tools like Google Analytics to measure the effectiveness of digital marketing campaigns.

By the end of the training, individuals should have a solid understanding of the key concepts, tools, and techniques used in digital marketing, and should be able to plan, execute, and measure effective digital marketing campaigns.

Targeted Groups:

- Marketing assistants
- Entry-level digital marketers
- Content creators/writers
- Small business owners new to online marketing
- Professionals transitioning to digital marketing roles

Planning:

Day 1: Introduction to Digital Marketing

- Overview of digital marketing and its benefits
- The difference between digital marketing and traditional marketing
- The digital marketing funnel and the customer journey
- Understanding the target audience and buyer personas

Day 2: Search Engine Optimization (SEO)

- Overview of SEO and its importance
- Keyword research and analysis
- On-page optimization techniques
- Link building strategies
- Measuring the success of SEO campaigns

Day 3: Pay-Per-Click (PPC) Advertising

- Overview of PPC advertising and its benefits

- Creating and managing a PPC campaign
- Keyword research for PPC campaigns
- Ad copywriting and ad design
- Measuring the success of PPC campaigns

Day 4: Social Media Marketing

- Overview of social media marketing and its benefits
- Creating and managing social media accounts
- Developing a social media content strategy
- Types of social media content (text, image, video, etc.)
- Measuring the success of social media campaigns

Day 5: Email Marketing and Content Marketing

- Overview of email marketing and its benefits
- Creating effective email campaigns
- Building an email list and email segmentation
- Measuring the success of email campaigns
- Overview of content marketing and its benefits
- Developing a content marketing strategy
- Creating and distributing content
- Measuring the success of content marketing campaigns