PDF SYLLABUS

Online Marketing Manager - Comprehensive Skills

Clear overview of course topics, training scope and key information.

The Online Marketing Manager - Comprehensive Skills course is intended for applicants who want to become competent in the areas of planning, implementation and evaluation of online marketing activities with the goal of increasing brand visibility, website traffic and conversions. The goal of the course is to learn to effectively use marketing tools and skills for creating a marketing strategy, managing social networks, SEO - search engine optimization and creating digital campaigns. The Online Marketing Manager - Comprehensive Skills package includes the courses: Online marketing - creation of a marketing strategy in the scope of 2 days Online marketing - content creation and social network management in the scope of 2 days Content structure of a website and SEO search engine optimization in the scope of 1 day Online marketing - creating digital campaigns with AI in the scope of 2 days

COURSE CONTENT

01

What Digital Marketing Is

Definition of the term digital marketing What digital marketing includes Position of digital marketing in the marketing mix Advantages of digital marketing Differences between online and offline marketing

02

Creating a Marketing Strategy

Content of the marketing strategy - from mission to vision - brand identity, definition of the current portfolio - products and services, determination of target group, identification of competition, market research, setting goals, marketing plan, selection of suitable communication channels

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DOCUMENT

Course syllabus

CATEGORY

Online marketing

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

999,92 €

PRICE INCL. VAT

1 229,90 €

including 23 % VAT

03

Introduction to Social Networks

What social networks are Importance of social networks in communication with the audience Which social networks to focus on when creating a strategy Creating a business profile on social networks Example of successful channels on social networks

04

Creating a Strategy for Social Networks

Definition of target group Creating personas Setting communication and campaign goals Selection of social network Creating a content plan

05

Company Pages on Social Networks

Who my audience is Working with statistics Setting Tone of Voice Planning posts

06

Creating a Campaign on Social Networks

Introduction to Ads Manager Explanation of campaign goals Preparation of campaign audience Explanation of UTM and their use Working with Facebook pixel Creating a sample campaign under lecturer guidance Campaign optimization Presentation of campaign results and understanding them

07

Communication on a Social Network

Working with a company profile on social networks Advantages of using Business Manager Introduction to statistics on social networks Planning content creation

08

Content Structure of a Website and SEO - Search Engine Optimization

Definition of the term SEO Basic terms What keywords are and their use in SEO

09

Google - Search Engine Optimization

Why SEO focuses on Google Working with search results Black-hat practices

10

On-Page Factors

Which parts of the website we focus on Explanation of the importance of individual factors Example of an SEO on-page document Case studies on real examples

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11 **Off-Page Factors**

How to create SEO off-page correctly What linkbuilding is What page quality score is

12 **Website and Keyword Analysis**

Creating keyword analysis What linkbuilding is What page quality score is

13 **Optimization of a Selected Subpage Under Lecturer Guidance**

Applying keywords when creating SEO Optimization of on-page factors of a subpage

14 **Use of Google Analytics in SEO**

Introduction to Google Analytics Tracking page traffic using Google Analytics

15 **Introduction to Google Ads**

What is the difference between organic and paid traffic Explanation of basic terms Creating a Google Ads profile Keyword analysis

16 **Google Ads**

Attribution models - selecting the correct attribution model for a campaign Creating a campaign using Google Ads Selecting keyword match types for a campaign Using symbols in keywords

17 **Introduction to Google Analytics**

Introduction of the environment in Google Analytics Connecting Google services with Google Analytics Tracking the path of a website visitor

18 **Google Analytics from A to Z**

How to connect an e-shop with Google Analytics Creating and tracking goals in Google Analytics Visitor segmentation in Google Analytics What conversion funnels are used for

19 **Introduction to Google Tag Manager**

Advantages of using Google Tag Manager Implementing tracking codes into Google Tag Manager

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20 **Introduction to Google Data Studio**

Creating Data Studio reports Working with data sources Reporting using Data Studio

21 **Discussion and Questions**

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/online-marketing-manager-comprehensive-skills