Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Online marketing

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

630,00 €

PRICE INCL. VAT

774,90 €

including 23 % VAT

PDF SYLLABUS

Online Marketing Manager - Key Skills

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

The Online Marketing Manager - Key Skills course is intended for interested participants who want to become competent in the areas of planning and implementing online marketing activities with the aim of increasing brand visibility, website traffic and supporting sales of products and services in the online environment. The aim of the course is to learn to effectively use marketing tools and skills for creating a marketing strategy, managing social networks and SEO - search engine optimization. The Online Marketing Manager - Key Skills package includes courses: Online Marketing - Creating a Marketing Strategy with a time scope of 2 days Online Marketing - Content Creation and Social Network Management with a time scope of 2 days Website Content Structure and SEO Search Engine Optimization with a scope of 1 day

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 Benefits of digital marketing Differences between online and offline marketing

02

Creating a Marketing Strategy

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

03

Introduction to Social Networks

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

04

Creating a Strategy for Social Networks

Definition of the target group Creating personas Setting communication and campaign goals Selection of a 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 the 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 Benefits of using business manager Introduction to statistics on social networks Planning content creation

08

Website Content Structure 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 Demonstration of an SEO on-page document Case studies on real examples

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11 **Off-page Factors**

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

12 **Website and Keyword Analysis**

Creating a 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 the subpage

14 **Use of Google Analytics in SEO**

Introduction to Google Analytics Tracking website traffic using Google Analytics

15 **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-key-skills