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LEADERSHIP
CONSULTANTS

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Advanced
Digital Marketing

Transforming
Business *for* Good

ACS REGISTRARS **ISO 29990**

ACS REGISTRARS Quality Assurance **ISO 9001**

ilm Approved Centre

PMI Registered Education Provider® Project Management Institute

bci Business Continuity Institute Corporate Partnership

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Course content

Why Choose this Training Course?

The Advanced Digital Marketing course discusses and demonstrates advanced concepts and techniques in digital marketing for participants with some previous experience in the digital marketing.

Participants will utilize a variety of case studies and exercises to develop the essential skills needed to create and implement advanced digital and social media strategies. Topics covered include conversion tracking on social media, Conversion Rate Optimization (CRO), advanced search engine optimization (SEO) techniques, utilizing AdRoll, and influencer and affiliate marketing.

Course Methodology

The course is interactive and is comprised of lectures, case studies, technical process learning and supplemental discussions related to various industries and the challenges of implementation.

Course Objectives
By the end of the course, participants will be able to:

Utilize advanced advertising techniques on popular social media platforms
Setup conversion tracking on social media and Google AdWords
Use advanced advertising features in Google Paid Search
Recognize and use advanced SEO techniques to rank on top positions
Understand CRO to improve conversions
Employ powerful display retargeting techniques using AdRoll
Understand and utilize the power of influencers' marketing and affiliate marketing

Target Audience

This course is designed for digital, sales, marketing and media professionals; as well as webmasters, web developers, key managers and any business persons with previous experience in digital and social media marketing who are seeking to take their digital skills to the next level.

Target Competencies

Social media advertising techniques
Paid and organic search techniques
Display and retargeting
Influencers and affiliate marketing

Course content

The pillars of Conversion Rate Optimization (CRO)

Strategic thinking for advanced digital marketers
Introduction to CRO
From reach to conversion: Key metrics on the path to conversion
The fundamentals of A/B testing
A/B testing case studies
A/B testing software / tools
Live website critique: overview of 5 websites and how to optimize them for conversions

Conversion tracking on Google Analytics and AdWords

Google Analytics refresher
How goals work in Google Analytics
Setting up goals in Google Analytics using URL triggers
Setting up goals in Google Analytics using code
Linking AdWords to Google Analytics
Setting up conversion tracking on Google AdWords
Analyzing AdWords campaigns in Google Analytics

Advanced Search Engine Marketing (SEM)

Advanced keywords optimizations
How to make the most out of the keyword planner
Using the opportunities tab
Using ad extensions
Setting up dynamic search ads
Using advanced ad targeting criteria
Using advanced bid optimizations
Advanced social media advertising techniques
How to use custom audiences on Facebook and Instagram
How to create a lookalike audience on Facebook and Instagram
Using pixels to track conversions
Generating advanced and custom reports on the Ad Manager
How to setup native landing pages on Facebook and generate leads
Advanced video marketing techniques on Facebook and Instagram
Advertising natively on Instagram

Advanced display and retargeting techniques

Introduction to programmatic advertising
Introduction to remarketing (Retargeting)
Advanced features in Google Display
Introduction to AdRoll
How to setup an advanced retargeting campaign
How to setup an advanced prospecting campaign
Reading and analyzing AdRoll reports

Advanced Search Engine Optimization (SEO) techniques

Setting up and using the Google Search Console
Key SEO tags that make or break your organic rankings
Useful SEO diagnostic tools
How to conduct a keyword research
Conducting on-page SEO
Conducting off-page SEO
Content marketing for SEO purposes

Influencers and affiliate marketing

General definitions
The benefits of influencers marketing
Techniques for successful influencers marketing
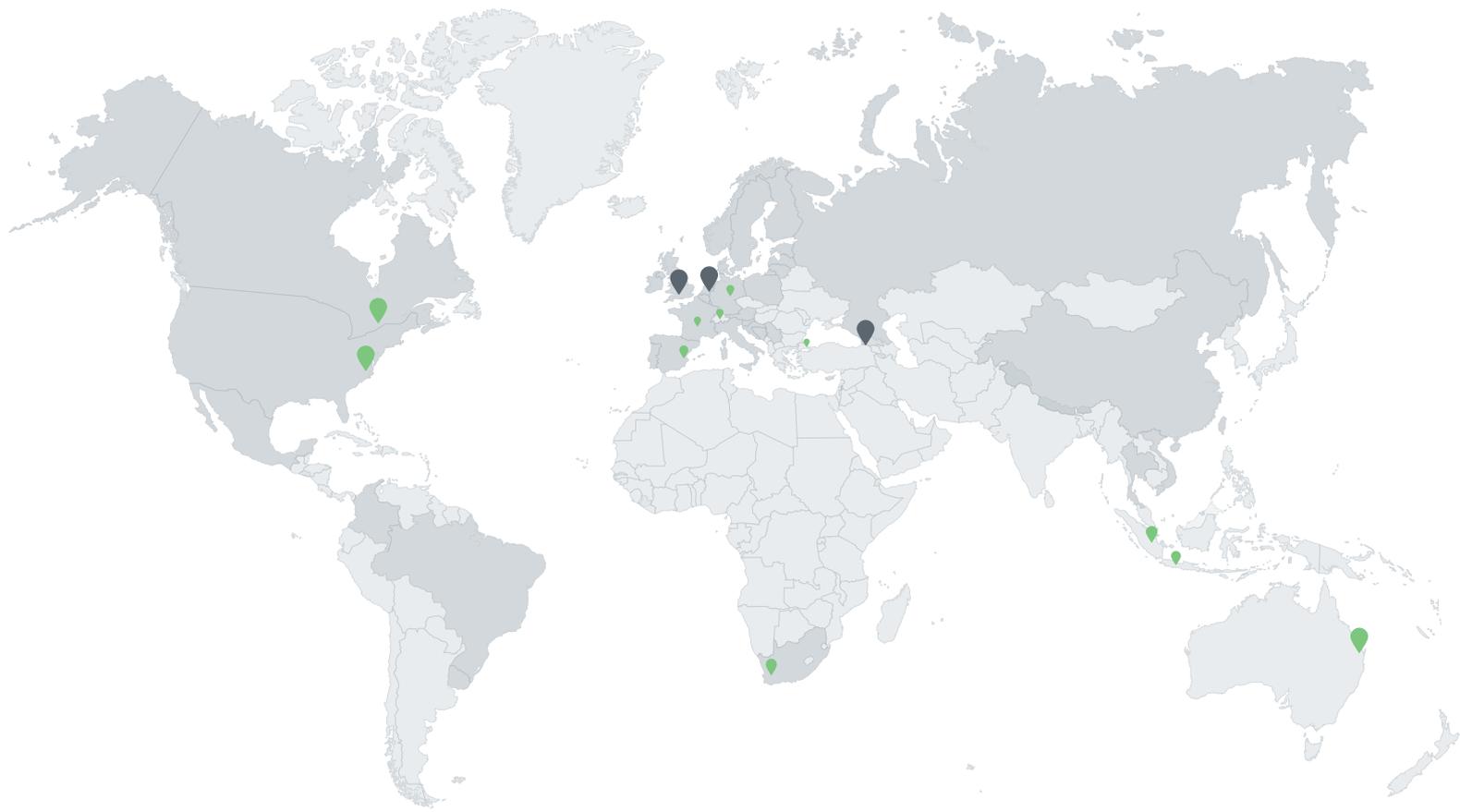
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About informatech GLOBAL LEADERSHIP CONSULTANTS

informatech is a global leadership consultancy that aligns people, purpose & strategy - driving socially responsible transformation in global organisations. Our international network includes 215 partners, consultants, and coaches in 24 countries throughout Europe, North America, Latin America, Asia, and Africa. We transform leaders, align teams and create resolve and passion to win. Typical interventions are to accelerate performance, execute strategy and embed capability and change.

For more information about **informatech GLOBAL LEADERSHIP CONSULTANTS** or to get in touch, visit us at:

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www.informatech.co.uk
+44 (33) 000 111 90

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