Marketi

Management

Social

SE

Analytics

Copywriting

Adwords

2 Day Digital Marketing Course

A two day, 5 star rated course from the Marketing Training experts

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Digital Marketing Course

This is a two day training course that will give you a good understanding of the main digital marketing tools and techniques that you can use to help you:

- Enhance your website & improve conversion levels
- Improve your rankings in Google
- Understand how to use Analytics to improve your website and marketing activities
- Create more effective email campaigns
- Create more effective Google Ads campaigns
- Use social media more effectively

Suitability - Who should attend?

This training course is ideal for anyone who wants to improve their digital marketing skills and knowledge in order to develop the marketing for their business and/or enhance their career prospects.

Price and Venues

Manchester: £550 + VAT
Leeds: £595 + VAT*

We run private courses for individuals and businesses throughout the UK.

*Businesses in West Yorkshire could get 40% funding off course fees.

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Thank you for such a great Digital Marketing course.

I thought the course was very beneficial and in 2 days I learnt so much as there was a lot of content covered.

The class size was great as there are no more than 6 attendees so you were able to tailor the training to me and my company.

Ashleigh Warren | Giti Tire (UK) Ltd

Private & One to One courses
Please email or call us with your preferred venue, number of delegates and any requests.

Google
5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided

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2 Day Digital Marketing

COURSE OUTLINE

This Course will teach you the core skills in Digital Marketing & how to maximise its potential for your business/organisation.

Website Design

- Structuring your website
- Segmentation
- Creating better structured content
- Mobile options
- CMS Systems and design options
- Identifying changes in your website

Search Engine Optimisation

- Introduction to SEO
- How Google works
- The Key ranking factors
- Keyword research
- Competitor analysis
- On-page SEO
- On-site SEO
- Off-page SEO
- Link Building & PageRank

- Citations & mentions
- Local SEO and Google My Business

Google Analytics

- How it works
- Creating a Measurement Plan
- Accounts, Properties & Views
- Custom Dashboards
- Creating Goals & Funnel Paths
- Viewing and filtering the reports
- Audience Reports
- Acquisition Reports
- Behavior Reports
- Conversion Reports
- Filters, Segments and Search
- A/B Testing
- Ecommerce & Event Tracking

Google Ads

- How it works & AdRank
- Practical Session setting up campaigns
- Campaign settings
- Writing effective ads

- Keyword research & selection
- Bit Strategies & Match Types
- Campaign optimisation

Email Marketing

- Rules & Laws
- Setting objectives & strategies
- Timing & plans
- List building & segmentation
- Subject lines & the 'From' field
- Crafting your email
- Image creation

Social Media

- Setting objectives & strategies
- Selecting the channels
- Social Media rules
- Social Media tactics
- Facebook, Twitter, LinkedIn case studies
- Management & Monitoring Tools

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How to book

Reserve your place on the 2 Day Digital Marketing course online, send us an email or give us as ring.

Or if you prefer, we offer private and In House training on request.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

The Digital Marketing training course was outstanding and really enjoyable. It gave me the skills to create a well thought out strategy for our digital marketing activities.

Helen Dale, Alpha Floatation

CO-OP

pwc

AstraZeneca

MANCHESTER
1824
The University of Manchester

Thomas Cook

CHANEL