



# 2 Day Digital Marketing Course

A 5 Star Rated course from the  
Marketing experts





## 2 Day Digital Marketing Course

This 2 day training course is designed to develop delegates understanding of all the various digital marketing techniques that can be used to market a company or organisation online.

### Introduction

This course will give delegates practical Digital Marketing skills including :

- SEO
- Website Optimisation (CRO)
- Google Ads & PPC
- Google Analytics
- Email
- Social Media / Content Marketing

### Who would benefit from this course?

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.

### Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

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

Google

5.0 ★★★★★

The M Training Digital Marketing Course is perfect for marketing professionals who want to develop best practice knowledge of Google Analytics, Google AdWords, Social Media and SEO techniques.

The course content was engaging and pitched at the right level; I definitely feel more digital savvy!

Sarah Handley  
V Create TV



### Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£550 + VAT	£950 + VAT
Leeds:	£595 + VAT	£995 + VAT
Birmingham:	£595 + VAT	£995 + VAT
Online	£480 + VAT	£690 + VAT

### Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online from £550 (1 day) or £990 and £910 (2 days). Please email or call us with your preferred venue, number of delegates and any requests.



# 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
- Optimising for AI Overviews and ChatGPT - Generative Engine Optimisation (GEO)

### 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

**Please see next page for further course topics**

Google

5.0 ★★★★★

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



For private courses the course content can be adapted to suit your requirements.  
Please contact us to discuss your requirements.



# 2 Day Digital Marketing

## Course Outline

### Email Marketing

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

### 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  
Behaviour Reports  
Conversion Reports  
Filters, Segments and Search  
A/B Testing  
Ecommerce & Event Tracking

### Social Media

Setting objectives & strategies  
Selecting the channels  
Social Media rules

Social Media tactics

Facebook, Twitter, LinkedIn case studies

Management & Monitoring Tools

**To reserve your place please see the next page**

Google

5.0 ★★★★★

I thoroughly enjoyed the Digital Marketing course and found Martin provided an excellent engaging and personalised tutorial.

Even with previous knowledge, I couldn't be more pleased with the in-depth information I have walked away with after 2 days."

Rachael Doyle, WBS Ltd



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## 2 Day Digital Marketing Course

### Why Choose M Training's 2 Day Digital Marketing Training Course

- Run by an experienced digital marketer with over 17 years experience in developing and implementing digital marketing strategies for companies and organisations
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester Leeds, Liverpool, and Birmingham.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

### Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course and from £550 (full day) for a private online course. Two day courses start at £990 and £910 respectively for classroom and online courses.

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

### How to book

**To reserve your place on our 2 Day Digital Marketing course, simply pick your preferred date and book on our website, send us an email or give us a call.**

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

**Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)**

**Call: 0161 226 6032**

**Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)**

**We offer group booking discounts for two or more delegates.**

The course content was completely relevant and I certainly learnt a lot tips and tricks to improve my digital campaigns.

I will send my team on the digital marketing course to improve their skills too. Well Done!

Donna Sheridan,  
Head of Marketing