torilo academy

# DIGITAL MARKETING
## SYLLABUS

## Introduction

Digital marketing is simply the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organisation to analyze marketing campaigns to understand what is working and what isn't typically in real time.

Digital marketing is not just about advertising, it simply involves reaching the right customers, at the right time, with the correct information.

At Torilo Academy, there are diverse courses like fundamentals of digital marketing, social media and Ecommerce to much more specialized topics such as digital strategy and action. Take the digital marketing course today!

## Week 1

- Explain what Digital Marketing entails
- Define segments and the role segmentation plays in digital marketing
- Identify the relevance of roles for different channels for your business and customers
- Explain how to use channels to market to the right customers at the right time
- Building a target persona
- Define channels that will be used in campaigns and where your approach is paid, earned or owned

**Assets:**
- Working email address to use all through the class
- Individual test website to work with
- Documents to be sent out
- A working office suite

**Assessment:**
- Build an audience persona
- Write a SEO content and must be published

## Week 2

- Explain the impact local SEO has and how to set it up
- Perform keyword research, analysing search volume and competition
- Create your own Adwords campaign
- Evaluate results and optimize Adwords
- Review key metrics and KPIs for SEM
- How to take advantage of video marketing using Youtube
- Learn Twitter marketing and how to leverage the Ads on it
- Learn Facebook marketing and how to leverage Ads on it
- Learn Instagram marketing and how to leverage the Ads on it

**Assets:**
- The created email address
- A working Facebook page
- A working Twitter account
- A working Instagram account

**Assessment:**
- Perform keyword research for your product in a word document and send it to me

## Week 3

- Landing pages & Lead Generation
- Review best practices of digital marketing UX
- Evaluate the design, functionality, and effectiveness of landing pages
- Develop forms for your business

**Assets:**
- Email address
- Account on SurveyMonkey

**Assessment:**
- Create a survey form, share it out and let's see how many people will eventually respond
- Create a landing page (A prototype)

## Week 4

- Plan and prepare lifecycle marketing
 strategies
- Learn how to do Email Marketing
- Engage with your customers via email
 throughout their lifecycle
- Plan, execute, and measure
 email-marketing campaigns
- Explaining how to create a popup form

**Assets:**
- Create an account on Mailchimp
- Share a small file of email list to students

**Assessment:**
- Create an email campaign and send to my given
 email address for assessment
- Create a popup on your given website

## Week 5

- Outline the process for developing content
 campaigns
- Create a content plan with key messaging
- Assess which content marketing tactics meet
 specific marketing and business goals
- Determine the key metrics for measuring and
 optimizing content marketing tactics
- Select appropriate influencers for your project
 and determine your influencer outreach strategy

- Curate and modify digital content across
  your social channels
- Determine the role of community
  management in social media marketing.
  Identify metrics and KPIs for measuring the
  impact of social media
- Use of CRM (Customer Relationship

**Assets:**
  - A working social media account
  - Create an account on hootsuite

## Week 6

- Google Analytics
- Clear understanding of how to leverage the
  detailed information on Google Analytics
- Learn how to track a link using Google Analytics
- Google Search Console
- In depth tutorial on how to use Google Search
  Console
- Google TagManager
- Explain how to use Google TagManager to track
  links on your website
- Structured Data Markup Helper
- Explore how to use structured data markup
  helper to boost your local SEO

**Assets:**
- The same email we keep using throughout the class
- Sublime Text or any code editor (notepad++)

**Assessment:**
- Develop a schema for your product and send

In the event of the termination of training after payment by the student, (whether before or during training session), no portion of any payment of any kind shall be owed or repayable by Torilo Academy.