



Digital & Social Media Marketing Fundamentals

Since 2013, yourDMAC (Digital Marketing Academy) has been a top online learning institution specializing in helping students prepare for a career in Digital Media Marketing. Whether you are currently employed in a position involving traditional marketing and want to upgrade your Digital and Social Media Marketing skills or you are a recent marketing graduate seeking full-time employment; perhaps you are simply a business owner looking to leverage the power of digital marketing for your business, yourDMAC will help you reach your goals.

Our online course was created by Digital and Social Media Marketing experts who work day to day in Digital Marketing agencies and are mandated to keep up with the most recent Digital Marketing best practices and industry updates. The course was created to provide a practical overview along with detailed strategy and step-by-step campaign management insight.

This course is not about theory but about real world application. At yourDMAC, we set out to create a comprehensive online learning experience that will enable anyone taking our course to work in the Digital & Social Media Marketing field immediately upon completion.

At yourDMAC our philosophy stems from the belief that online education is an “education without borders” and one should be able to learn what they want, how they want and when they want.

However, we also understand that taking a detailed online course at your own pace may require a considerable amount of discipline and focus. Accordingly, we provide each student with their very own, personal Success Coach. Our Success Coaches are available every business day and will communicate with the student whenever the student requires it or when the coach feels any guidance is required based on the student’s progress.

yourDMAC

YOUR DIGITAL MARKETING ACADEMY

This module offers a concise and practical introduction to the essential components that comprise Digital Marketing. The material covers the origins of Digital Marketing and how it evolved into the massive industry it is today. We then provide a preliminary road map with practical step by step instructions on various key topics involved in creating and managing a Digital Marketing campaign. This module is best used as an introduction to our detailed and comprehensive Module 2 on Social Media Marketing.

- **The Basics: Introduction to the Internet**

- o The Internet – Interesting Facts and Stats
- o Internet Use & Customer Behavior
- o The Internet & Social Media Today
- o The Big Changes
- o Web 2.0 and Beyond
- o Big Data

- **Digital Marketing Fundamentals**

- o Introduction to Digital Marketing
- o Mastering the Marketing Funnel
- o Learn SMART Goal setting
- o KPI - Key Performance Indicators

- **SEM: Search Engine Marketing**

- o Introduction
- o How Does Google Search Work?
- o The Art and Science of Search Engine Marketing
- o Why Use Search Engine Marketing?
- o Pay-Per-Click (PPC) - Paid Search
- o Google Ads
- o SEO (Search Engine Optimization) VS PPC (Pay-per-Click)



Module 1: Digital Marketing Fundamentals



- **Social Media Marketing & Website UX**

- o Introduction: Social Media Marketing – Get Strategic
- o Conducting a Social Media Audit
- o Introduction to Website Design & Strategy
- o Website Platforms
- o How to Build a Powerful and Effective Website
- o UX Design & the Importance of Mobile
- o Integrating a Blog into your Social Media Strategy
- o Elements for a Successful Website within Social Media

- **Online Marketing Strategy & Web Metrics**

- o Online Marketing Strategies
- o E-mail Marketing & E-mail Advertising
- o Mobile Marketing - Some Interesting Facts
- o Digital PR
- o Influencer Marketing
- o Creating a Digital Marketing Strategy
- o Keeping Score – Web Metrics & Data Collection
- o Introduction to Privacy Legislation: CASL, GDPR, US Federal Rules

Module 2, on Social Media Marketing provides introductory and practical instructions on creating a Social Media Marketing strategy. This is followed by detailed and step by step instructions on how to implement and integrate a campaign on all major Digital and Social Media channels.

- **Introduction to Social Media Marketing – 2018/2019**


- o Importance of Social Media in today's World of Advertising
- o Social Media Facts and Statistics
- o The Power of Social Media Marketing

- **Creating a Social Media Marketing Strategy**


- o Introduction: What to Keep in Mind for a Strong Foundation
- o Social Media Marketing Strategy - The Basics
- o Social Media Marketing - Defining Your Goals
- o Start by Auditing Your Current Social Media Status
- o Identify your Target Audience
- o Social Media Content Strategy
- o How Often Should I Post?
- o Social Media Content Ideas
- o Social Media Paid Advertising and Metrics
- o Create a Social Media KPI Plan
- o Leveraging Social Media for your Customer Service
- o AI (Artificial Intelligence) & ChatBots
- o Social Media Policy & Guidelines
- o Marketing to Generation Z – Looking to the Near Future

- **Facebook Marketing**

- o Introduction to Facebook
- o Facebook Business Page
- o Facebook Contest Strategy



Module 2: Social Media Marketing



- **Facebook Advertising**

- o Facebook Ads
- o Business Manager
- o Promoted Posts
- o Facebook Analytics
- o Creating a Facebook Marketing Strategy

- **LinkedIn**

- o Introduction to LinkedIn
- o Personal Profile
- o Company Page
- o Using LinkedIn for Marketing & Advertising
- o LinkedIn Analytics

- **Instagram**

- o Introduction to Instagram
- o Instagram for Business
- o Creating a Marketing Strategy for Instagram
- o Instagram Advertising
- o Instagram Shopping
- o Instagram Direct
- o Instagram TV

- **Twitter**

- o Introduction to Twitter
- o How to use Hashtags (#)
- o Setting Up a Twitter Profile
- o Twitter for Business
- o Twitter Management Tools
- o Twitter Ads
- o Twitter Analytics

Module 2: Social Media Marketing



- **YouTube**
 - o Introduction to YouTube
 - o YouTube for Business
 - o Getting Started on YouTube
 - o Advertising on YouTube
 - o Alternatives to YouTube

- **Snapchat**
 - o Introduction to Snapchat
 - o Snapchat for Business

- **Pinterest**
 - o Introduction to Pinterest
 - o Pinterest for Business

- **WhatsApp**
 - o WhatsApp for Business