Digital Marketing

Starter Pack

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Meet your **educator**

Laura Hall

Laura is a Digital Marketing Specialist, with a specific focus on Performance Marketing.

She has varied experience across traditional and digital marketing, strategy, data analysis, website usability, copywriting and project management. Work experience includes Digital Strategist, Marketing Manager and PPC Team Lead, and before becoming Shaw Academy's Digital Marketing Educator, she worked as a consultant for several brands and agencies.

Laura has a passion for performance marketing, particularly optimisation, and is excited to be providing students with quality, results-based skills.

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Course Outline

In the Digital Marketing Course you can expect 4 modules comprising the following:

Each module consists of:
- 8 lessons
- 8/10 post lesson quizzes
- 4/5 practice assignments
- 1 module assignment

As an extra you are able to purchase the toolkit:
- Webinar slides
- Summary notes
- Bonus lessons

Module 1 - An Introduction

Lesson 1:	Your intro to digital marketing
Lesson 2:	Tracking & measuring efforts
Lesson 3:	Reaching your target market
Lesson 4:	The importance of mobile
Lesson 5:	Free digital marketing options
Lesson 6:	The world of Google Ads
Lesson 7:	Making social work for you
Lesson 8:	Creating a digital strategy

Module 2 - Content & Campaign Creation

Lesson 1:	Content development & copywriting
Lesson 2:	Video content & advertising
Lesson 3:	Email marketing
Lesson 4:	Influencing & affiliate marketing
Lesson 5:	Facebook business manager
Lesson 6:	Planning a Google search campaign
Lesson 7:	Implementing a search campaign part 1
Lesson 8:	Implementing a search campaign part 2

Module 3 - Optimisation & Analysis

Lesson 1:	Understanding metrics & KPIs
Lesson 2:	Brand management & digital PR
Lesson 3:	Intermediate analytics part 1
Lesson 4:	Intermediate analytics part 2
Lesson 5:	Affiliate marketing from the merchant
Lesson 6:	Ecommerce business part 1
Lesson 7:	Ecommerce business part 2
Lesson 8:	Intermediate SEO

Module 4 - Advanced Learning

Lesson 1:	Convert more leads part 1
Lesson 2:	Convert more leads part 2
Lesson 3:	Social media management part 1
Lesson 4:	Social media management part 2
Lesson 5:	Turning fans into buyers part 1
Lesson 6:	Turning fans into buyers part 2
Lesson 7:	Optimising social strategy part 1
Lesson 8:	Optimising social strategy part 2

This is a short bit of recommended reading before you start your course. We will be covering the below from the first lesson onward, but many students struggle with objectives and KPIs.

Objectives

Marketing objectives are clearly defined goals set by a business. We will be covering multiple objectives throughout the course.

A business can't rely on something / someone else to define their objectives because they are individual to the business. What this also means is that there is no "one size fits all" solution for a business when it comes to objectives and how to go about achieving them.

An example of a defined business objective would be:

"I want to achieve 5000 website visitors over the next 3 months"

What defines it is the time-frame that you have given it.

Setting objectives using the SMART method is recommended across multiple disciplines.

S - Specific
M - Measurable
A - Attainable
R - Relevant
T - Time-based

Ensure that your objective meets all these "requirements". There are plenty of free resources on SMART goal setting if you would like a thorough breakdown.

An objective of increasing website visitors is commonly referred to as increasing **traffic**, or more commonly it would fit under **awareness** - making people aware of a business.

Other examples of objectives would be **leads** (people giving you their contact information) or **sales**. It's quite easy to set an objective, what makes it tougher is the time-frame, and then of course how you are going to achieve this goal.

We will be covering the *how* in this course.

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Objectives

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KPIs

KPIs are Key Performance Indicators, this is where the "M" from SMART comes in.

This is a very high-level overview, and details would differ depending on the platform you're marketing on:

If we use the example of the 5000 website visitors in 3 months, and add that this is going to be achieved with paid advertising, how will you know that you have received those visits?

You would look at the number of website visitors on your website over the 3-month period.

Number of website visitors is therefore your main KPI - this is how you will know whether you have achieved your objective. But you don't sit there in the hope that your visitors will increase, you try to impact the factors that contribute to the number of website visitors.

So, what contributes to your website visits?
Clicks.

And now you have your second "key" KPI.

What impacts the number of clicks you receive?

This is where it can get very detailed, but the main factors would be your **cost-per-click (CPC)**, which is the amount you pay per click, and your **click-through-rate (CTR)**, which is the % of people who clicked your ad after seeing it.

Your KPIs for this objective are therefore:

- Website visitors
- Clicks
- CPC
- CTR

These are the "numbers" your marketing is going to focus on improving.

- You'll want to try and get the lowest CPC so that your budget is sufficient to give you the clicks you need.

- You'll want to improve your ads so that more people click on them (increasing CTR)

And so on.

See you in lesson 1!