

1. Digital Marketing Fundamentals overview

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Outline

1. How to design your digital marketing strategy
2. How to create/optimize a website
3. How to write/optimize a blog
4. How to set-up/optimize email marketing system

1. How to design your digital marketing strategy

1. Digital Marketing strategy need
2. Digital Marketing strategy model – Pillars
3. Designing your Digital Marketing strategy exercise

2. How to create/optimize a website

1. Need identification
2. Bridging the gap
3. Thriving on web

3. How to write/optimize a blog

1. Why/where/how of blog writing
2. Identifying topics for blogs
3. Practical on blog writing & publishing

4. How to set-up/optimize email marketing system

1. Need
2. When to use
3. Practical activity on setting up email marketing system