

Digital Marketing Fundamentals

GoSkills online course syllabus

Skill level

Beginner

Lessons

22

Pre-requisites

No prior experience needed

Video duration

1h 1m

Estimated study time

1h 1m

Instructor

Kelli Schutrop

Introduction

1 Understanding digital marketing

In this digital transformation era, it's important to show up online, attract attention, and generate revenue.

Establish Your Goals

2 Aligning marketing with goals

Whether you're attracting new customers, maintaining current customers, or even recruiting internal employees, digital marketing is a key component.

Know Your Audience

3 Ideal customer profiles

The best marketing in the world only matters if it speaks to the right audience.

4 Buyer personas

Decision makers have the final say on whether or not your product or services are right for themselves or their buyers.

5 Journey mapping

Every potential customer is on a buyer's journey.

6 Content strategies

Every buyer persona makes decisions based on specific pieces of information.

7 Marketing channel evaluation

Once you know your buyer, how they make decisions, and what's most important to them, you need to get in front of them.

Define Your Tech Stack

8

What's a martech stack?

Businesses operate with key pieces of technology such as a CRM and marketing automation platforms.

Build Brand Credibility

9

Brand development

From logo development, to color palettes and font selection, your brand says a lot about who you are.

10

Website creation

Your website is prime real estate to tell the world who you are!

11

Social media creation

It's important to meet your audience where they're at, including on social media.

12

Marketing collateral creation

If you're selling products or services to educated buyers, they'll want to see more details about how you can help them.

Create Online Visibility

13

Search engine optimization

You can be found online by new customers by optimizing your website.

14

Social media management

Whether you grew up with social media, or adopted it later in life, your audience likely spends a good portion of time here daily!

15

Content creation

Your audience is looking for information to address their challenges and help them find solutions.

Drive Lead Generation

16 Paid search
When was the last time you did a Google search?

17 Paid social
People spend an incredible amount of time on social media.

18 TOFU, MOFU, BOFU
From the stages of awareness, to consideration, to decision, you have the opportunity to advertise to your audience at each stage of their buyer's' journey.

Establish Nurturing Mechanisms

19 Marketing automation
You may have a database full of potential customers, but now what?

Test, Measure, Refine

20 A/B testing
Once you've reviewed the data, it's critical to test and refine your marketing initiatives to draw greater and greater results.

21 Measurement and refinement
Running great marketing efforts can create pretty branding and fun interactions, but the way to confirm ROI (return on investment) is to review and analyze the data.

Conclusion

22 Let's get started!
Thank you for watching this course.

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