

# Digital Marketing Fundamentals

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

22

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

1h 1m

**Estimated study time**

1h 1m

**Instructor**

Kelli Schutrop

## Introduction

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### 1 Understanding digital marketing

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

## Establish Your Goals

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### 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

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### 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

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## 8 What's a martech stack?

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

# Build Brand Credibility

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## 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

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## 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

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**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

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

## Test, Measure, Refine

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**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

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

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