

# Introduction to Marketing

GoSkills online course syllabus

Saturday, July 19, 2025

**Skill level**

Beginner

**Lessons**

21

**Accredited by**

CPD

**Pre-requisites**

None

**Video duration**

1h 49m

**Estimated study time**

10h 30m for all materials

**Instructor**

David Brownlee

## Articulate Your Product or Service

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### Challenges

Define the biggest challenges that your product or service helps your customers overcome.

2

### Solutions

Articulate the specific solutions your products or services provide for your customers.

3

### Bold Promise

A bold promise is a statement or question you can use to grab attention of the reader, viewer or listener. Put together an irresistible message that will pique the curiosity, desire and interest of your prospects.

## Define Your Ideal Client

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### Who They Are

Discover exactly who your ideal client is and what makes them your ideal client. This is the first key to unlocking marketing magic.

5

### Where They Are

We look at where your ideal client is. That way, we can begin a campaign to target them and start building a relationship with them through marketing.

6

### Why They Are

You will learn how to connect with your ideal client's "Why." As humans, our brains build connections with the "why" of companies and individuals first. This concept is crucial to learn when discovering marketing magic.

## Create a Marketing Plan

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**7**    **The Overview**  
Discover how to put together an effective marketing plan that is fast, simple and proven to work.

**8**    **Messaging**  
Learn to put together your clear, concise message that you want to articulate to your prospects. You will also create a compelling company or individual story that you will use to build rapport with your audience.

**9**    **Converting**  
Learn how to convert prospects into raving fan clients through your marketing campaigns.

## Creating Marketing Content

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**10**    **Items of Value**  
Learn what “Items of Value” are to your audience that will help them know, like and trust you before you ever meet them.

**11**    **Advertising Framework**  
Learn the advertising framework you can use in any advertising medium you choose.

**12**    **Images in Your Ads**  
Learn what kind of images to use in your ads that attract consumers’ attention.

## Get Online

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**13**    **Social Media Updates**  
We look at the importance of social media in marketing and how to get the most out of it.

**14**    **Landing Pages**  
Discover what the difference is between a website and landing pages and how they can attract more customers to your brand.

**15**    **Blogs**  
We look at the importance of blogs and how to use them to get results.

## Promote

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**16**    **Email Campaigns**  
At this time, email campaigns are still the most cost-effective and get the best results.

- 17 Social Media Ads  
Paid social media ads can help you attract your ideal clients and expose them to your brand more than once through retargeting.
- 18 Print Ads  
We will look at how to campaign with print ads and continue to build your brand and client base.

## Track, Measure and Adjust

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- 19 Track  
Learn how to properly track your marketing efforts.
- 20 Measure  
You will discover how to measure your marketing results so that you can make educated decisions moving forward.
- 21 Adjust  
Learn how to adjust your campaigns and promotions to get the results that you are after.

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