Mindluster Platform

About the course Fundamentals of Digital Marketing

It is the process of interacting with potential customers through digital channels with the goal of getting them to do something, like buy a product. You're digitally marketed to every time you're online, in the form of ads, email newsletters, blog posts, and more.

Marketing Category's Courses

Course Lesson(90)

Lesson 1 : **Intro to the Digital Garage**

Lesson 2 : **Your digital opportunity**

Lesson 3 : **Your online goals**

Lesson 4 : **Building your online presence**

Lesson 5 : **Marketing your online presence**

Lesson 6 : **Analyse and adapt**

Lesson 7 : **Choosing your online presence**

Lesson 8 : **How websites work**

Lesson 9 : **Key website ingredients**

Lesson 10 : **Websites and your business goals**

Lesson 11 : **Make your website easy to use**

Lesson 12 : **Website design do s and don ts**

Lesson 13 : **Email marketing basics**

Lesson 14 : **Your email marketing options**

Lesson 15 : **Crafting great marketing emails**

Lesson 16 : **Managing successful email campaigns**

Lesson 17 : **Measuring success in email marketing**

Lesson 18 : **Search engine basics**

Lesson 19 : **How search engines work**

Lesson 20 : **How search engines see the web**

Lesson 21 : **Organic search explained**

Lesson 22 : **Paid search explained**

Lesson 23 : **Google search console**

Lesson 24 : **Intro to search engine optimisation SEO**

Lesson 25 : **The importance of an SEO plan**

Lesson 26 : **The SEO process**

Lesson 27 : **How to choose keywords**

Lesson 28 : **Setting realistic SEO goals**

Lesson 29 : **Making your web pages search friendly**

Lesson 30 : **How other websites can work for you**

Lesson 31 : **Cross borders with SEO**

Lesson 32 : **Introduction to search engine marketing SEM**

Lesson 33 : **The SEM auction**

Lesson 34 : **What makes a good keyword**

Lesson 35 : **Make your ads stand out**

Lesson 36 : **Achieve relevance with good structure**

Lesson 37 : **Get the most from your keywords**

Lesson 38 : **Fine tune with keyword match types**

Lesson 39 : **How to know what s working and what isn t**

Lesson 40 : **What is web analytics**

Lesson 41 : **Making web analytics work for you**

Lesson 42 : **Tracking specific goals with web analytics**

Lesson 43 : **Web analytics and organic search**

Lesson 44 : **Tools to measure SEM**

Lesson 45 : **Breaking down your data for insights**

Lesson 46 : **Marketing to the locals**

Lesson 47 : **The power of local directories**

Lesson 48 : **Using digital to advertise locally**

Lesson 49 : **Reaching locals on their mobiles**

Lesson 50 : **SEO for local businesses**

Lesson 51 : **Social media basics**

Lesson 52 : **The right social media sites for you**

Lesson 53 : **Setting your goals for social media**

Lesson 54 : **Getting on social media**

Lesson 55 : **Your long term social media plan**

Lesson 56 : **Advertising on social media**

Lesson 57 : **Measuring success in social media**

Lesson 58 : **Avoiding social media pitfalls**

Lesson 59 : **The evolution of mobile devices**

Lesson 60 : **Understanding mobile web and mobile apps**

Lesson 61 : **Understanding mobile apps**

Lesson 62 : **Introduction for advertising on mobile**

Lesson 63 : **Search campaigns for mobile**

Lesson 64 : **Display campaigns for mobile**

Lesson 65 : **Social media campaigns for mobile**

Lesson 66 : **Video for mobile**

Lesson 67 : **What is display advertising**

Lesson 68 : **Search advertising vs display advertising**

Lesson 69 : **The ins and outs of display advertising**

Lesson 70 : **Making display ads meet your goals**

Lesson 71 : **Understanding ad networks**

Lesson 72 : **How retargeting works**

Lesson 73 : **Introduction to international marketing and export**

Lesson 74 : **Validating your new market**

Lesson 75 : **Being understood abroad**

Lesson 76 : **Advertise across borders**

Lesson 77 : **The support systems you will need**

Lesson 78 : **Helping customers abroad buy your products**

Lesson 79 : **Delivering to customers across the globe**

Lesson 80 : **The rise of online video**

Lesson 81 : **How video fits into your online strategy**

Lesson 82 : **Creating video content within your budget**

Lesson 83 : **Sharing and promoting your videos**

Lesson 84 : **Advertising on video sharing sites**

Lesson 85 : **Measuring video performance**

Lesson 86 : **Using e commerce to sell**

Lesson 87 : **Taking payments and manage orders**

Lesson 88 : **Creating a smooth e commerce experience**

Lesson 89 : **Product promotion and merchandising**

Lesson 90 : **Retargeting for e commerce**

Related courses

How To Start Social Media Marketin

Search Engine Optimization

Digital Strategy Brand Marketing Workshop

Marketing Automation

YouTube Marketing Training

Google Adwords Training



for Business Contact
business@mindluster.com