DIGITAL MARKETING TRAINING PROGRAM

STRAMASA

STRATEGY . MARKETING . SALES
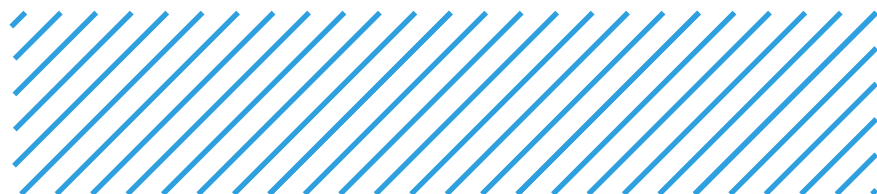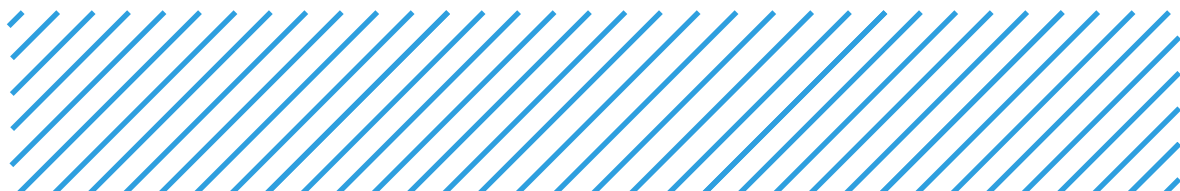
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ABOUT THE PROGRAM

More companies than ever are turning to Digital Marketing and honing your skills in this competitive field is a must to give your career a substantial advantage. Stramasa's Digital Marketing Training Academy is designed to help you master the essential disciplines in Digital Marketing, including Search Engine Optimization (SEO), Social Media, Pay-Per-Click (PPC), Website Conversion Optimization, Web Analytics, Content Marketing, Email, and Mobile Marketing. Digital Marketing is one of the world's fastest-growing disciplines, and this certification will raise your value in the marketplace and round out your skillset.

We also offer implementation coaching and support for your planned project at the end of the learning path which will enable learners to exercise together with our experts and implement core concepts taught across the course curriculum to real-life challenges.

Whether you're looking for a new career in Digital Marketing or just want to improve your marketability to future employers, this DM Training Program will make you industry-ready. Acquirerelevant skills through extensive hands-on practice with a wide range of simulations and projects that will enable you to launch your own Digital Marketing campaigns. Train on the latest Digital Marketing tools, learn how they work, and how to apply them for maximum results — all through one comprehensive program.

The DM Training Program will also prepare you to master the most sought-after certification exams such as OMCA, Facebook Blueprint, Google Ads, Google Analytics, Hootsuite, and HubSpot.

KEY FEATURES

Module-based training program with live virtual or on-site sessions by proven experts, either choose individual modules to improve specific skills or plan the full DM Training program for a deep-dive into the world of Digital Marketing.

Instructor-led online project mentoring sessions

Walkthroughs of 35+ Digital Marketing tools

Walkthrough of tools such as Hot Jar, HubSpot, SEMrush, Later, and MailChimp

Preparation for industry-recognized exams including; OMCA, Google Ads, Google Analytics, Facebook Blueprint, Hootsuite, and HubSpot

Receive digital marketing certificates per completed module from Stramasa upon course completion.

Access to additional coaching and strategic advice by our digital marketing experts on-demand for ongoing projects

TARGET AUDIENCE

The Digital Marketing training is ideal for:

- Business Professional

- Marketing Consultant

- Sales Professional

- Entrepreneur

- Traditional Marketer

- Student interested in jump-starting a career in Digital Marketing

COMPANIES THAT FREQUENTLY ATTEND OUR COURSES

MODULE 1

DIGITAL
MARKETING 101

Course Introduction

Understand the basics of digital marketing with this introductory course. This training gives a complete overview of the current trends of digital marketing in today's increasingly digital landsDe.

> Lesson 1 - Introduction

Fundamental Concepts of Digital Marketing

This training walks you through the basics of digital marketing along with the background of the concepts and where it came into the real trend. It will also brief about the future of digital marketing using the current trends.

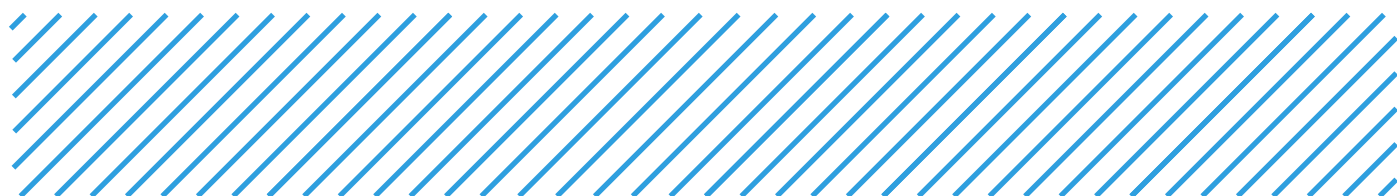> Lesson 1 - Introduction to Digital Marketing
>
> Lesson 2 - History of Digital Marketing
>
> Lesson 3 - Developing and Nurturing a Digital Culture
>
> Lesson 4 - Where is Digital Marketing Headed
>
> Lesson 5 - Global Impact of Digital Marketing

Customer Lifecycle

This course basically highlights how to succeed in outreach through the entire customer lifecycle—starting from acquisition to engagement and, finally, to conversion.

Lesson 1 - Acquisition

Lesson 2 - Engagement

Lesson 3 - Conversion

Lesson 4 - Onboarding, Retention, and Expansion

Marketing Technology

Marketing technology is a blend of two components: marketing and technology. This course focuses on the technology used to assist marketing teams and how to optimize offline marketing channels.

Lesson 1 - Mobile and IoT

Lesson 2 - Analytics

Lesson 3 - Challenges of an Offline Online Experience

Future of Digital Marketing

This course will give you a sneak peek into the future scope of digital marketing based on current trends in the market.

Lesson 1 - A Peek into the Future

MASTERING SEO, CONTENT MARKETING, **PPC AND DIGITAL ANALYTICS**

Introduction to Digital Marketing

Understand the basics of Digital Marketing with this introductory course. This course gives a complete overview of the potential, current trends, and impact of Digital Marketing in today's increasingly digital landscape.

Lesson 1 - Introduction

SEO Foundations & Advanced

Search Engine Optimization (SEO) is one of the most important pieces of Digital Marketing. This module provides the foundational knowledge in SEO, helping you to improve the visibility of your website on Search Engines and increase website traffic.

After completing this course, you will understand the best on-page and off-page SEO practices, how to generate relevant keywords for SEO optimization, and how to do competitive analysis. You will also look at link building, local SEO, and how to measure SEO success.

Lesson 1 - Introduction

Lesson 2 - On-Page Optimization

Lesson 3 - Off-Site Optimization

Lesson 4 - Duplicate Content

Lesson 5 - Keyword Research and Competitive Intelligence

Lesson 6 - Design and Architecture

Lesson 7 - Local SEO

Lesson 8 - SEO Measurement

Lesson 9 - Algorithm Updates and SEO Changes

Lesson 10 - Integrating SEO with Other Disciplines

Content Marketing Foundations

Content Marketing enables marketers to distribute relevant and valuable content to attract customers. This content can be in the form of videos, articles, blog posts, guides, white papers, and more. In this course, you will learn about the importance of Content Marketing, Content Marketing strategy, and overseeing a Content Marketing program. When you have finished this course, you will be familiar with Content Marketing tactics and creating content for Social Media platforms, as well as budget and measurement considerations in Content Marketing

Lesson 1 - Introduction to Content Marketing

Lesson 2 - Content Marketing Strategy

Lesson 3 - Overseeing a Content Marketing Program

Lesson 4 - Content Marketing Tactics

Lesson 5 - Social Media Platforms

Lesson 6 - Content Marketing Budget and Measurement

Digital Analytics Foundations

In the offline world, you might not understand where your customers heard about your business, what they looked at in your store, or how their past purchases influence their current visit. Data collected from Digital Analytics can answer all of these questions and more.

In this course, you will learn how Digital Analytics can unlock a wealth of information to better inform business decisions. You will look at Digital Analytics maturity levels and how to assess your organization's strengths and weaknesses using a Maturity Model. Learn about metrics, dimensions, and KPIs—and how to report and present the results of your analyses. Learn how you can further leverage the concepts and techniques of segmentation and Lean Six Sigma to improve and refine your analyses and derive meaningful results to benefit your company.

Finally, you will look at best practices in tracking your campaigns, how to test your website components for conversions, and the significance of "multiplicity" in Digital Analytics.

Lesson 1 - Introduction to Digital Analytics

Lesson 2 - Organizational Maturity

Lesson 3 – Building Blocks

Lesson 4 – Management Perspectives of Digital Analytics

Lesson 5 – Key Performance Indicators (KPIs)
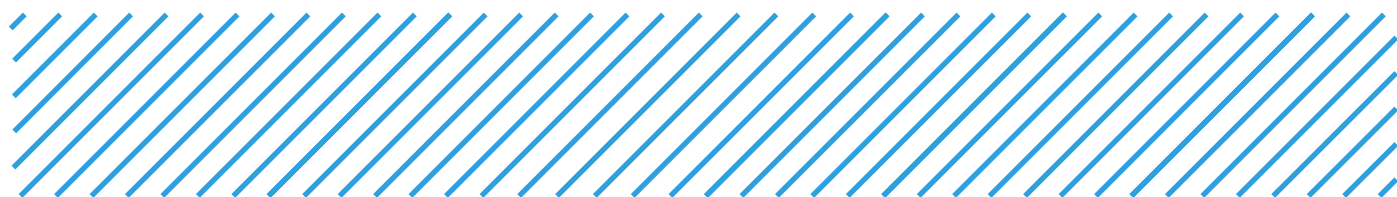
Lesson 6 – Segmentation

Lesson 7 - The Analysis Process

Lesson 8 - Marketing Management

Lesson 9 – Experimentation and Testing

Lesson 10 – Reports and Dashboard

Lesson 11 – The Digital Analytics Stack

Google Analytics 4

Google Analytics 4 is the most popular digital analytics platform that will empower youto become a better digital marketer. Starting with Digital Marketing data gleaned fromwebsites, mobile apps, and Social Media, Google Analytics unlocks the power of userdata. Throughout the course, you will learn how various features of Google Analytics enable you to access, segment, and analyze this data to drive better Digital Marketing campaigns and optimize your business objectives for success.

Lesson 1 - Introduction to Google Analytics

Lesson 2 - Navigating the Interface

Lesson 3 - Advanced Table Filtering

Lesson 4 - Creating Segments

Lesson 5 - Multiple Goals and Goal Types

Lesson 6 - Campaign Tracking

Part 1: Fundamental Concepts
Part 2: Tracking Parameters Examples

Lesson 7 - Tracking People

Lesson 8 - Analyzing Marketing Effectiveness

Lesson 9 - Feature-Rich-Website Tracking

Lesson 10 - Tracking Ecommerce

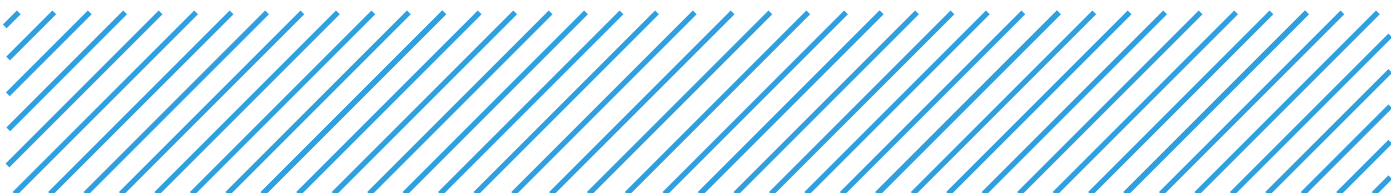Lesson 11 - Analytics Intelligence

Lesson 12 - Collaboration and Sharing

Lesson 13 - Dashboards

Lesson 14 - Understanding the Account Structure and Managing Users

Lesson 15 - Quality Assurance

Lesson 16 - Conclusion

PPC Foundations

Pay-per-click (PPC) is a paid method of online advertising. It uses search engines to enhance the traffic to your website to gain new customers. In PPC, you bid for the placement of your ad, and based on its rank, your ad appears in the search engine. After completing this course, you will learn the basics of paid search and how to set up and organize a paid search account. You will compare different buying funnels and learn how to modify your PPC strategy based on the buying funnel structure. You will also learn how to create compelling ads, measure goals, and adjust bidding options.

Lesson 1 - Introduction to PPC

Lesson 2 - Psychology of Search

Lesson 3 - Account Hierarchy

Lesson 4 - Search Ads and Keyword Targeting

Lesson 5 - Increasing Reach with Display Network

Lesson 6 - Reaching Target Audiences

Lesson 7 - The Buying Funnel

Lesson 8 - The Paid Search Auction

Lesson 9 - Setting and Measuring Marketing Goals

Lesson 10 - How PPC Fits into the Digital Strategy

Google Ads Fundamentals

In this course, you will learn about the tools and techniques used in paid search advertising, covering topics such as account structure, keywords, match types, creating text and search ads, and ad extensions. You will also look at campaign types and settings, advertising metrics, bidding and bid modifiers, quality score, Google Ads reports, and tools. You will learn how to optimize your Google Ads account with these tools and techniques.

Lesson 01 - Introduction to Google Ads

Lesson 02 - Account Structure

Lesson 03 - Keywords and Match Types

Lesson 04 - Creating Text and Search Ads

Lesson 05 - Ad Extensions

Lesson 06 - Display Ads

Lesson 07 - Display Targeting

Lesson 08 - Campaign Types and Settings

Lesson 09 - Advertising Metrics

Lesson 10 - Bidding and Bid Modifiers

Lesson 11 - Quality Score

Lesson 12 - Google Ads Reports

Lesson 13 - Google Ads Tools

Lesson 14 - Optimizing Your Account

Programmatic Buying

As the digital ecosystem expands, more businesses are moving to Programmatic Buying for their online advertising campaigns. Programmatic Buying automates ad transactions through systems and algorithms that work in real-time. This course will take you through the intricaciesof Programmatic Buying and how it can provide the most beneficial outcomes in display advertising.
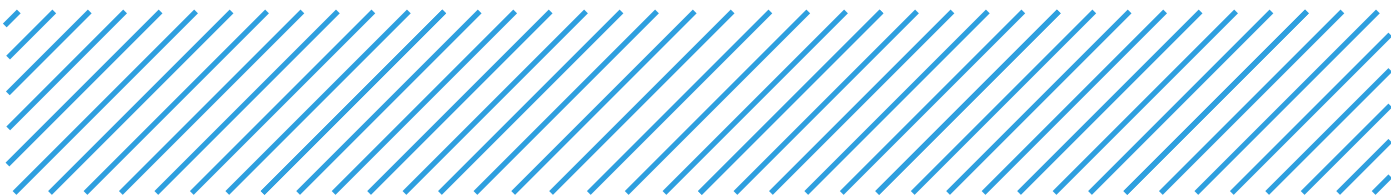
Lesson 1 – What is Programmatic Buying

Lesson 2 – Programmatic Buying vs. Traditional Paid Marketing Approaches

Lesson 3 – Programmatic Direct vs. Real-Time Bidding

Lesson 4 – Programmatic Workflow

Lesson 5 – Targeting Strategies in Programmatic

Lesson 6 – Ad Frauds

MASTERING SOCIAL MEDIA, MOBILE MARKETING & DIGITAL STRATEGY

Social Media Fundamentals

Social Media connects people together with the aim of sharing content and ideas regardless of distance. It represents a huge opportunity for all brands to engage with people across various demographics and drive traffic to their websites.

In this course, learn the potential of using Social Media for business and how to make your brand's presence more powerful via Social Media marketing. Understand the integration of Content Marketing and Social Media and the importance of using these two areas of Digital Marketing in parallel. You will also look at linking social campaigns with business goals and gauging your Social Media performance using key performance indicators.

Lesson 1 – Introduction to Social Media

Lesson 2 – Social Media Strategy and Planning

Lesson 3 – Social Media Channel Management

Lesson 4 – Social Media Management Tools

Lesson 5 – Social Media Measurement and Reporting

Lesson 6 – Social Advertising

Facebook Marketing

Facebook has established itself as the most popular Social Media platform. With around two billion active users, Facebook is very critical for each company or brand for its overall marketing strategy.

Facebook has different types of content and ads and various algorithms that work behind them. In this course, you will go through the size and reach of Facebook and tips on how to expand it. You will learn how to test content strategically, use Facebook Messenger for marketing, and experiment with different features to optimize customer engagement.

Lesson 01 - Course Introduction

Lesson 02 - Understanding Facebook

Lesson 03 - Understanding the Facebook Algorithm

Lesson 04 - Groups, Pages, Messenger, and Facebook Live

Lesson 05 - Managing Facebook

Lesson 06 - Facebook Marketing Tools

Lesson 07 - Understanding Facebook Ads

Lesson 08 - Creating Your Facebook Ad

Lesson 09 - Facebook Targeting

Lesson 10 - Facebook Tracking and Reporting

Lesson 11 - Facebook Commerce

Lesson 12 - Facebook Best Practices

Lesson 13 - Facebook Privacy and Security

Lesson 14 - Facebook Blueprint Examinations

YouTube and Video Marketing

Today, internet users are consuming more and more content in the form of videos on their mobiles or desktops. Learning how to leverage video for marketing efforts is essential for digital marketers. After completing this course, you will be familiar with video marketing strategies, techniques to gain exposure and measure impact, leveraging mobile video, and how to promote and measure mobile video.

Lesson 1 - Course Introduction

Lesson 2 - Establishing a Video Marketing Strategy

Lesson 3 - Gaining Exposure and Measuring Impact

Lesson 4 - YouTube Advertising

Lesson 5 - Leveraging Mobile Video

Lesson 6 - Promoting and Measuring Mobile Video

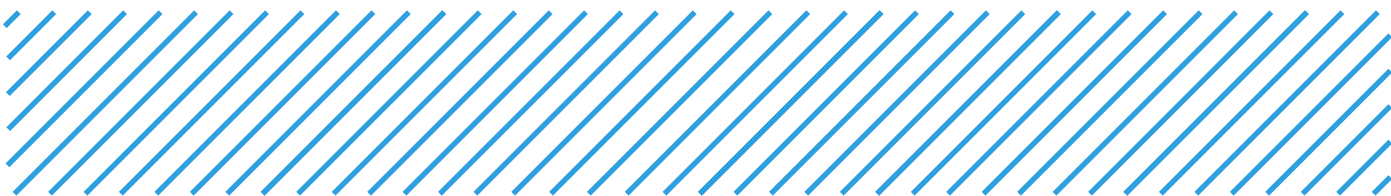Lesson 7 - YouTube: How-Tos

Lesson 8 - Instagram: How-Tos

Lesson 9 - Video Ads on Different Social Media Channels

Lesson 10 - Impact of GDPR on YouTube Advertising

Lesson 11- Video Advertising for B2B Marketers

Lesson 12 - The Future of Video Marketing

Twitter Marketing

As a company or a brand, it is important to include various Social Media channels in your marketing efforts. These channels should have an active user base. Twitter is one such emerging Social Media platform where brands can attract customers, especially Millennials.

This course discusses the position Twitter holds in the current spectrum of top Social Media channels and how it is unique as a Social Media platform. You will also learn the marketing and advertising side of Twitter, along with the various Twitter ad options.

Lesson 01 - Understanding Twitter

Lesson 02 - Using Twitter as a Marketer

Lesson 03 - Customer Service and Engagement Via Twitter

Lesson 04 - Marketing on Twitter

Lesson 05 - Understanding Twitter Advertising

Lesson 06 - Twitter Ad Options

Lesson 07 - Increased Character Limit

Mobile Marketing Foundations

As mobile devices have become ubiquitous, marketers cannot afford to ignore this channel. Customers increasingly engage with brands and businesses via mobile, regardless of size. In this course, you will look at various mobile products and services and how to use them to build an effective Mobile Marketing campaign.

After completing this course, you will be familiar with building loyalty programs with mobile, the significance of location-based technologies, and opportunities in mobile advertising. You will also learn to recognize the needs of mobile audiences, understand rules and regulations surrounding Mobile Marketing, and how to go about mobile measurement.

Lesson 1 – Introduction to Mobile Marketing

Lesson 2 – Mobile Products and Services

Lesson 3 – Promotions and Incentives

Lesson 4 – Integration with Marketing Mix

Lesson 5 – Mobile Advertising

Lesson 6 – Mobile Analysis

Lesson 7 – Rules and Regulations

Email Marketing Foundations

Email has been viewed as a spam-filled channel in the past, but it has made a comeback as a powerful marketing tool. In this course, you will learn how email can be effectively used to create a loyal base of engaged customers.

After completing this course, you will be familiar with basic email terminology, how to build and maintain a mailing list, and how to avoid spam reports. Additionally, you will learn how to measure the performance of email campaigns and how to automate them.

Lesson 1 - Introduction to Email Marketing

Lesson 2 - Elements of Email

Lesson 3 – Working with an ESP

Lesson 4 - Build and Maintain Your List

Lesson 5 - Avoid Spam Penalties

Lesson 6 - Email Deliverability

Lesson 7 - Campaign Measurement

Lesson 8 - Automation Basics

Marketing Automation Foundation

This course covers the basic concepts in Marketing Automation, what it is, and the impact it can have on customer engagement. By looking at how you can automate marketing messages based on time or event-based triggers, this course explains how you can build relevant conversations with your customers and increase revenue.

You will look at how you can shape your automated campaigns to reward power users and build customer loyalty.

Lesson 1 - Introduction to Marketing Automation

Lesson 2 - Lead Capture and Nurture

Lesson 3 - Automated Campaigns

Lesson 4 - Improving Customer Life Cycle

Website Conversion Rate Optimization Foundations

Efforts in Digital Marketing should not only lead to increased traffic but also to higher conversions. If not done right, Digital Marketing can be a drain on your resources, without achieving desired results. In this course, you will look at the main ingredients of good website testing practices and how a customer-centric approach can boost conversions. You will also cover pinpointing your marketing focus and your missed conversion opportunities with some critical tips and strategies.

Lesson 1 - Introducing Website Conversion Rate Optimization

Lesson 2 - Laying the Foundations of Conversion

Lesson 3 - Getting to Know Your Customers

Lesson 4 - Creating the Message

Lesson 5 - Anatomy of a Landing Page

Lesson 6 - Why Design Matters

Lesson 7 - Testing for Conversions

Lesson 8 - Seeing the Bigger Picture

Digital Marketing Strategy

With the ever-increasing scope of Digital Marketing, having a strategy in place is indispensable. Digital Marketing Strategy is knowing what to do, why, and how to do it. A written Digital Marketing strategy provides a tremendous amount of focus and clarity to digital marketers. This course covers the details putting together a Digital Marketing plan that creates collaborative teams and a Digital Marketing program that empowers business. You will understand the importance and benefits of having a strategy and how you can use it for communicating brand value and improving ROI.

Lesson 1 - Course Introduction

Lesson 2 - Digital Marketing Strategy: Overview

Lesson 3 - Create Narratives

Lesson 4 - Customer Needs

Lesson 5 - Market Research

Lesson 6 - Marketing Calendar

Lesson 7 - Measurement and Management

MODULE 4

HUBSPOT MARKETING **CERTIFICATION TRAINING**

The HubSpot Marketing Certification Training will guide you on how to work with HubSpot, manage contacts, plan an email marketing strategy and set up landing pages and forms. This will prepare you to set up a free HubSpot account, get the most out of the available features and build an email marketing strategy together with our experts.

DIGITAL MARKETING IMPLEMENTATION SUPPORT

After completion of the training program, our digital marketing industry experts help you implement all the skills learned and tools discovered in the program to your current projects and company needs. Together we ensure that your digital marketing objectives become a success.

MORE COURSES EVERY YEAR

Every year we release new modules as Digital Marketing is always evolving. Want to learn about **A.I. marketing**, **Account-Based Marketing**, **LinkedIn Campaign** Management or **Digital Strategy**? We have the right training modules for you. Get in touch to talk with one of our coaches regarding our complete training offering.

TOOLS

During the Digital Marketing Training Program, you will use the following tools:

Canva	crazyegg™	WORDPRESS
Google Ads	Wix	HubSpot
Google Analytics	buffer	Feng-GUI
Qlik Q	MailChimp	BuzzSumo
MOZ	Hootsuite	f Business Manager
semrush COMPETITIVE INTELLIGENCE		

Adsense	Google	Salesforce	TinyURL
Bitly	Google Webmaster	Sitemap XML	Tweriod
Blogspot	Keyword IO	Sprout Social	Twitter
Click Funnels	Owly	Themeforest	Zoho

PARTNERSHIPS AND CERTIFICATIONS

Google Ads   Google Analytics   HubSpot   Hootsuite   OMCA Approved Course   facebook blueprint

COURSE CREDIBILITY

- Covers 10 major Digital Marketing channels

- Overview of 35+ tools across various DM platforms

- Prepares you for globally accredited certification exams such as Facebook Blueprint, OMCA, HubSpot, Hootsuite, Google Ads and Google Analytics

- Learners get certificates from Stramasa for completed courses, with additional certificates for selective tools and platforms used.

- Work on four live projects of 10 hours each that provide you hands-on learning experience

- Work on a real-life project together with our team where we focuses on core concepts of Digital Marketing, including SEO, Facebook Marketing, Google Ads and YouTube Marketing
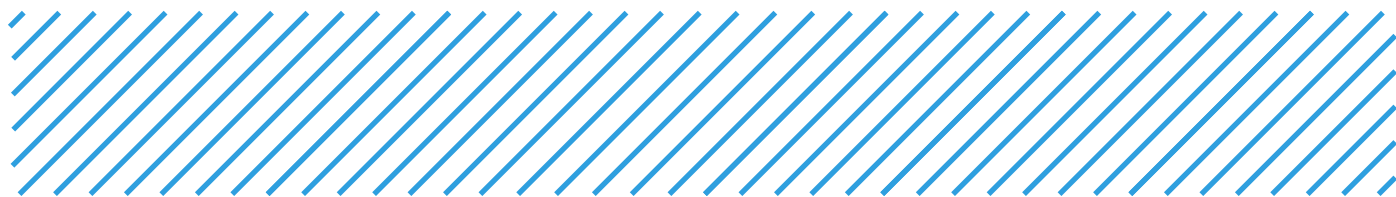
EXAMPLE PROJECTS

Project 1:
Google Analytics and SEO

Set up your business website with proper SEO and enable Google Analytics to analyze its performance.

Project 2:
Google Ads

Design an effective Google Ads campaign to increase relevant paid search traffic to your website.
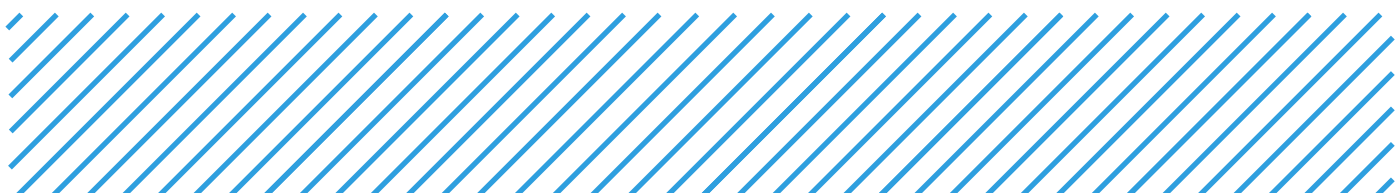
Project 3:
Facebook Marketing

Run a Facebook marketing campaign for your website. Maintain your brand's Facebook page to ensure visibility and engagement.

Project 4:
YouTube and Video Marketing

Run a YouTube marketing campaign for your website and maintain your brand's YouTube channel

Europe

Stramasa Inc.
Bd Louis Schmidt 39, 1040 Brussels
Belgium

USA

Stramasa LLC
2009 7th Avenue; Seattle, Washington
United States

Asia

Stramasa Business Consultancy Ltd.
Sabella Village, General Trias 4107, Cavite
Philippines

www.stramasa.com