

ADVANCE DIGITAL MARKETING CERTIFICATE

Introduction to Digital Marketing

- Principles of Digital Marketing
- Digital Research
- Developing Objectives
- Cultural Research
- Connecting with the Customer

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WEEK 1
MORNING SESSION

WEEK 1

AFTERNOON SESSION

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Digital Marketing Strategy

- Digital Strategy Fundamentals
- Digital Strategy Research
- Setting Strategy Objectives and KPIs
- Developing a Creative Strategy
- Executing a Digital Marketing Strategy
- Communicating a Digital Marketing Strategy

Website Optimization

- Web Design and Website Optimization
- Design Principles and Website Copy
- Publishing a Basic Website
- User-Centered Design and Website Optimization
- Website Metrics and Developing Insight

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WEEK 2
MORNING SESSION

WEEK 2

AFTERNOON SESSION

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Search Engine Optimization

- SEO Fundamentals
- Keywords and SEO Content Plan
- Aligning SEO and Business Objectives
- Optimize Organic Search Ranking
- Measuring SEO Performance

Paid Search

- Fundamentals of Paid Search
- Search Campaign Targeting & Management
- Paid Search Campaigns Creation with Google Ads
- Campaign Measurement and Optimization

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WEEK 3
MORNING SESSION

WEEK 3

AFTERNOON SESSION

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Display Video Advertising

- Fundamentals of Paid Search
- Google Display Network and Video Ad Formats
- Display and Video Campaigns Creation with Google Ads
- Campaign Measurement and Optimization

Analytics

- Web Analytics Fundamentals
- Creating and Configuring a Google Analytics Account
- Setting Goals with Google Analytics
- Monitoring Campaigns with Google Analytics Reports
- Analyzing and Recording Google Analytics Data

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WEEK 4
MORNING SESSION

WEEK 4

AFTERNOON SESSION

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Automated Inbound Marketing

- Trend Digital Marketing of 2022
- Automated Marketing
- Inbound Marketing

Content Marketing

- Content Marketing Concepts and Strategy
- Developing a Content Marketing Plan
- Publishing and Distributing Content
- Using Content Research to Find Opportunities
- Creating and Curating Content
- Metrics and Performance

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WEEK 5
MORNING SESSION

WEEK 5

AFTERNOON SESSION

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Social Media Marketing

- Key Social Platforms for Digital Marketing
- Growing and Engaging an Audience
- Setting up a Social Media Experience for a Business
- Creating and Optimizing Social Media Campaigns
- Developing Data-Driven Audience and Campaign Insights

Facebook & Instagram Ads for Beginner

- Learn benefits from using advertising on social media
- Start to plan and set a goal
- Create contents for advertising
- Use Facebook & Instagram ads management tools
- Analyze and retrieve advertising reports
- Customize and test advertisements

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WEEK 6
MORNING SESSION

WEEK 6

AFTERNOON SESSION

12

Tiktok Ads Manager

- Get to know TikTok application, start creating an account
- Set up advertising
- Set target details alongside with budgeting and timeframe
- Create interesting and exciting advertising content
- Measure the data and optimize ads performance

Line Ads Manager

- Set up a goal and advertising objectives
- Start creating ad campaign via LINE Ads Manager
- Set the title, goals, budget, duration, and select audience groups such as gender, age, address, and interests
- Select content formats such as banners, videos, and ad placements
- Analyze and evaluate advertising results

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WEEK 7
MORNING SESSION

WEEK 7

AFTERNOON SESSION

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Digital Law

- Civil Law
- Criminal Law
- Advertising Consumer Protection Act