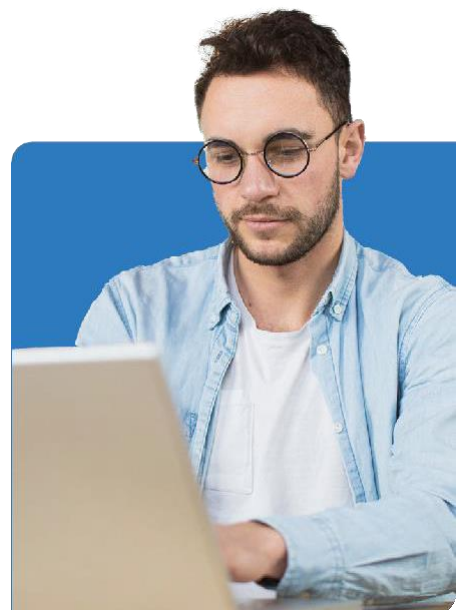


ThriveDX™

Digital Marketing- Basic

TDXDM-101



ThriveDX Digital Marketing- Basic

Time Commitment

5 days (total of 40 hours / 8 hours per day)

Skill Level

Professional Level

Course Category

Digital Marketing

This course provides a comprehensive guide of how computer interfaces operate, including both desktop and mobile platforms, and how to obtain the best possible user experience when working with them. The course covers work methods, practical tools, informational enrichment and exercise workshops.

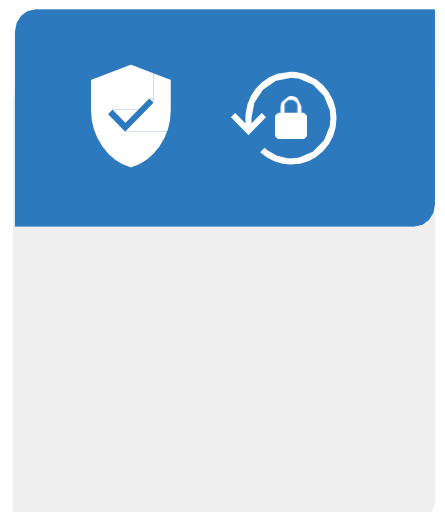
Objectives

When completing this course, participants will be able to:

- Deep understanding of the different types of marketing
- Providing hands-on practical understanding and learning of the marketing platforms.
- Equip the participants with a Tools set to succeed in the organic marketing processes.
- Acquisition of a set of methods of digital marketing capabilities, including business analysis in a digital aspect.
 - Upon successful completion of the course assignments as required, graduates will receive a digital course graduate certificate

Prerequisites:

Since the course is an introductory course aimed at equipping the participants with broad basic knowledge, this course has no requirements for prior knowledge or experience.



Program Structure

Module 1: Introduction to Digital marketing - review of leading advertising (4 hours).

What is Digital Marketing

7 Types of Digital marketing strategies

What are the differences between organic marketing and paid marketing?

Module 2: SEO- promoting websites to the top of Google search results page (6 hours).

What are Internal links and how they work?

What are External links and how they work?

Meta Tags: Technical SEO 101

How to Build Your Website Architecture for SEO

Module 3: Social Networks- how do advertising systems work? (20 hours)

How to Manage communities on Facebook (10 hours)?

Social Media Advertising for Your Business

Advertising to targeted audiences

The Facebook Pixel: What It Is and How to Use It

How To Advertise on Instagram

Module 4: Marketing writing and copywriting- 10 hours

Basics of Marketing Writing and copywriting

Content Research 101: a roadmap for creating great content.

Creating Headings and subheadings

Write the Benefits

How to use Social Proof in Marketing

The ThriveDX Advantage

1 Handcrafted Training Programs

2 State-Of-The-Art Learning Materials

3 Israel's Premier Training Center

4 Fueled by Industry Leading Experts

5 Over 20 Years of Proven IT Education Success

