Digital Marketing Specialist

Master's Program

Table of Contents

About the Course 04

Key Features of Digital Marketing Specialist Masters Program 05

Learning Path 06

- **Step 1** : Mastering SEO, Content Marketing, PPC and Digital Analytics 07
- **Step 2** : Mastering Social Media, Mobile Marketing and Digital Strategy 08
- **Step 3** : Advanced Web Analytics 09
- **Step 4** : Advanced Search Engine Optimization (SEO) 10
- **Step 5** : Advanced Pay Per Click (PPC) Certification Program 12
- **Step 6** : Advanced Social Media 14
- **Step 7** : Harvard Business Publishing Case Studies for Digital Marketing 16
- **Other Electives** 17

Table of Contents

Tools 19

Partnerships and Certifications 20

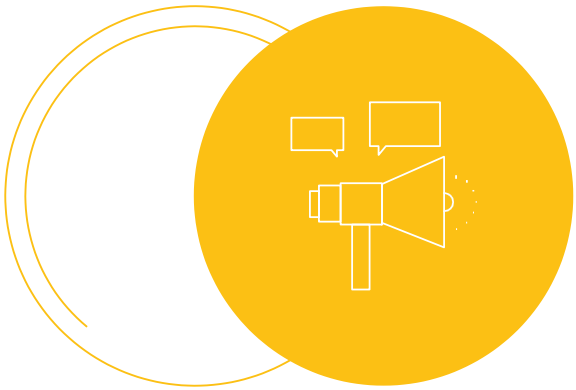
Free Course 20

Advisory Board Members 21

Certificates 23

Classroom-Level Immersion: Delivered Digitally 24

Corporate Training 25



About the Course

The Digital Marketing Specialist Masters Program is designed to transform you into a digital powerhouse with in-depth expertise in every branch of online marketing. The training is structured around a proven learning path prescribed by senior industry leaders.

Hands-on learning with live projects and simulation exams complements world-class course content in SEO, PPC, social media, and web analytics. Learners have the flexibility to attend as many of the 35+ live online instructor-led classes as necessary. Monthly mentoring sessions by international keynote influencers and thought leaders round out the learning, adding a global dimension to the training.

The Digital Marketing Specialist Masters Program is designed to transform you into a digital powerhouse

Key Features

- Industry-recommended learning path
- Access to 35+ live, instructor-led batches for the key course
- Exclusive access to Digital Marketing Experts
- Earn a Masters Certification on completion
- Prepares learners for 9+ certifications
- Covers 40+ digital marketing tools
- More than 250 hours of high-quality eLearning

Commented [FNI1]:

Learning Path

Optional Electives

- Digital Marketing Specialist Facebook Master Session
- Advanced Mobile Marketing
- Advanced Email Marketing
- Advanced Content Marketing
- Advanced Website Conversion Rate Optimization
- HubSpot Email Marketing Certification Training

DIGITAL MARKETING SPECIALIST

STEP 1 2 3 4 5 6 7

Mastering SEO, Content Marketing, PPC and Digital Analytics

Fundamentals of Marketing

This course will help you master digital channels such as search engine optimization (SEO), content marketing ppc, programmatic and digital analytics.

Key Learning Objectives

- Gain an in-depth understanding of the search engine optimization (SEO) and fundamentals of digital marketing
- Master digital marketing analytical tools -Google Analytics
- Gain the core concepts of Content Marketing and Digital Analytics
- Understand the fundamentals of PPC and Google Ads

Course Curriculum

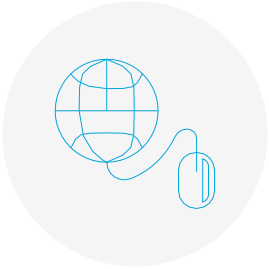
- Digital Marketing Program Introduction
- SEO Foundation
- Content Marketing Foundation
- Digital Analytics Foundation
- Google Analytics
- PPC Foundation
- Google Ads Fundamentals
- Programmatic Buying

STEP 1 2 3 4 5 6 7

Mastering Social Media, Mobile Marketing and Digital Strategy

Demystifying Digital Channels

This course will make you an expert on digital channels and how to target the right audience. You will learn about social media, facebook marketing, youtube marketing, email and mobile marketing, and marketing automation.



Key Learning Objectives

- Gain in-depth knowledge on Social Media Marketing channels like Facebook, Instagram, Youtube and Twitter
- Understand the foundation of Email and Mobile Marketing
- Garner skills to create an e cient Digital Marketing Strategy

Course Curriculum

- Social Media Foundation
- Facebook Marketing
- YouTube and Video Marketing
- Twitter Marketing
- Mobile Marketing Foundation
- Email Marketing Foundation
- Marketing Automation Foundation
- Website Conversion Rate Optimization Foundations
- Digital Marketing Strategy

STEP 1 2 3 4 5 6 7

Advanced Web Analytics

Performance Analysis

This Advanced Web Analytics certification training course helps you master the critical elements of social media, web, mobile, and content analytics. Learn how to optimize your organization's ability to make highly informed business decisions based on data analytics.

Key Learning Objectives

- Attain in-depth knowledge of Digital Analytics along with business understanding
- Become an expert at collecting and working with multi-channel data sources, performing quantitative and qualitative analysis and more

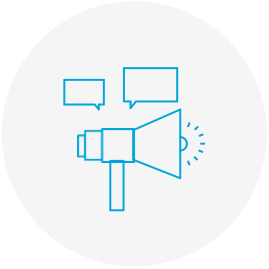
Course Curriculum

- Introduction to Digital Analytics
- Building Blocks
- Fundamentals of Digital Analytics
- Business Perspective
- Methodology -Lean Six Sigma
- Data Analysis Fundamentals
- Analysis Perspective: Providing Insights
- Enabling Capabilities
- Managing Analytics
- Audience
- Acquisition
- Behavior
- Conversions Onboarding
- Retention and Expansion
- Advocacy
- Privacy and Ethics
- Wrapping Up

STEP 1 2 3 4 5 6 7

Advanced Search Engine Optimization (SEO)

SEO Tools & Techniques



The Advanced Search Engine Optimization (SEO) course is designed to transform you into an industry-ready SEO professional from day one. You'll master the many facets of SEO, including the process of organically driving tra c to your websites with keyword management and research, on-page and o"-page optimization, link building, URL building, SEO analytics and more and you'll acquire extensive project experience to prepare you for managing inbound marketing initiatives.

Key Learning Objectives

- Attain the essential knowledge in SEO techniques
- Get the in-depth understanding on:
  - On-page best practices
  - SEO methods to generate relevant keywords
  - Competitive analytics
  - Design & architecture
  - Site optimization & best practices
  - SEO for local search
  - SEO site audits

Course Curriculum

- Lesson 1 : Introduction to SEO
- Lesson 2 : How Search Engines Work
- Lesson 3 : Keyword Research
- Lesson 4 : On-Page Optimization
- Lesson 5 : Website Management and Optimization
- Lesson 6 : O"-Page SEO
- Lesson 7 : Planning A New Website
- Lesson 8 : Market Your Optimized Website
- Lesson 9 : Analytics and Measurement
- Lesson 10 : What's Next-Learning Path

STEP 1 2 3 4 5 6 7

Advanced PPC Certification Program

PPC Tools & Techniques

The Advanced PPC Course is designed to transform you into an industry-ready paid marketing professional. Follow our clear, structured learning path recommended by industry experts and fast-track your career. You will learn to master the nuances of pay per click, display advertising, conversion optimization, and web analytics, and you'll acquire extensive project experience to prepare you for managing paid marketing initiatives.

Key Learning Objectives

- Understand the Keyword research and organization along with managing search
- Understanding the advanced Ad features, testing and extensions
- Know the audience types and how to segment it to reach the customers

Course Curriculum

- Course Introduction
- Lesson 01 - Psychology of Search
- Lesson 02 - Buying Funnel
- Lesson 03 - Understanding Keyword Organization
- Lesson 04 - Keyword Match Types
- Lesson 05 - Negative Keywords and Managing Search Terms
- Lesson 06 - Keyword Research

- Lesson 07 - Creating Compelling Ads
- Lesson 08 - Advanced Ad Features
- Lesson 09 - Ad Testing
- Lesson 10 - Ad Extensions
- Lesson 11 - Campaign Types Budget and Reach
- Lesson 12 - Location and Language Targeting
- Lesson 13 - Introduction to Audience Types
- Lesson 14 - How to Segment Data and Create Lists
- Lesson 15 - Using the Audience Lists to Reach Customers
- Lesson 16 - Introduction to the Display Network
- Lesson 17 - Display Targeting Options
- Lesson 18 - Display Ad Formats
- Lesson 19 - Setting And Measuring Goals
- Lesson 20 - Bidding and Attribution
- Lesson 21 - Reporting and Testing
- Lesson 22 - Ad group organization
- Lesson 23 - Campaign Organization
- Lesson 24 - Working with Multiple Accounts
- Lesson 25 - Introduction to Quality Score
- Lesson 26 - Working with Quality Score
- Lesson 27 - Quality Score Diagnosis and Pivot Tables
- Lesson 28 - Setting Up Your PPC Strategy
- Lesson 29 - Creating Your Account
- Lesson 30 - Managing Your Account
- Lesson 31 - Shopping and Video Campaigns
- Lesson 32 - Automation and Other Tools

STEP 1 2 3 4 5 **6** 7

Advanced Social Media

Social Media Marketing Tools & Techniques

The Advanced Social Media Course will transform you into an industry-ready social media marketer. It combines the disciplines of advanced social media, advanced content marketing and advanced web analytics course to help you elevate your brand and execute compelling social campaigns.

Key Learning Objectives

- Understand the in-depth concepts of social media marketing
- Get to know more on social media tools
- Learn from scratch about Youtube and video marketing
- Learn about advertising and Facebook Marketing Platform

Course Curriculum

- Session 1: Advanced Social Media Marketing
- Session 2: Youtube and Video Marketing
- Session 3: Facebook Marketing and Advertising
- Session 4: Social Media Tools

Course Curriculum

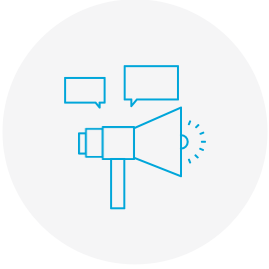
- Introduction to Social Media
- Creating a Social Media Strategy
- Understanding Paid Earned and Owned Social Media
- Social Sharing
- Blogging for Business
- Finding and Communicating with Influencers
- Video and YouTube
- YouTube Advertising
- Social Networking and Facebook
- Facebook Advertising
- Microblogging and Twitter
- Twitter Advertising
- Online Reputation Management
- Social Media Measurement
- Social Media Analytics
- Pinterest Marketing
- Marketing through LinkedIn
- Instagram

STEP 1 2 3 4 5 6 7

Harvard Business Publishing Case Studies for Digital Marketing

Social Media Marketing Tools & Techniques

Learn Digital Marketing concepts with help of real-world case studies authored by HBS professors and other top business school educators. These case studies will help you analyze business situations and di"erent aspects of managerial decision-making to help you solve business problems.



Other Electives

Digital Marketing Specialist Facebook Master Session

Attend online interactive masterclasses from Facebook and get insights about advancements in the digital marketing field.

Advanced Content Marketing

The Advanced Content Marketing Program trains learners in the principles and techniques of content marketing. Prepared by leading influencers and thought leaders, the course o ers avenues for deep expertise building in planning, executing, and monitoring content marketing strategy. The course covers all areas of content marketing, including SMM, event marketing, content strategy, and more.

Advanced Website Conversion Rate Optimization

Master the skills that enable you to consistently increase landing page conversion rates on microsites and websites with Fortray's Conversion Rate Optimization course. You will learn about the various aspects of conversion optimization and how to analyze website tra c so you can design campaigns that can capture visitors' attention.

HubSpot Email Marketing Certification Training

The HubSpot Email Marketing Certification Training will guide you on how to plan an email marketing strategy and how to work on the HubSpot's email marketing tools. This will prepare you to build an email marketing strategy and trust with your contacts.

Advanced Mobile Marketing

The Advanced Mobile Marketing Program is designed to transform learners into industry-ready mobile marketers with skills in mobile advertising, responsive design, mobile analytics, and more. Prepared by leading experts in the field, the course is a great choice for teams of marketing professionals, business development professionals, and entrepreneurs.

Advanced Email Marketing

The Advanced Email Marketing Program is designed to transform learners into email marketing strategists. Prepared by leading digital marketing experts, the course trains learners in strategizing and executing email campaigns for all purposes, including sales, promotions, business solicitations, brand building, and credibility building.

Tools

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

PARTNERSHIPS AND CERTIFICATIONS

FREE COURSE

Hootsuite

We have added the Hootsuite Platform Training course as complimentary. Once you've completed the Hootsuite Platform Training, you'll be ready to take the exam on the Hootsuite Academy website to become a Hootsuite Certified Professional. As a Fortray student, you'll get 50% o" on this industry-recognized credential!

Advisory Board Members

Brad Geddes is the author of Advanced Google AdWords, and the founder of Certified Knowledge. He frequently writes columns for Search Engine Land and co-moderates the AdWords forum on Webmaster World. He has led more than 60 AdWords seminars.

Brad Geddes
Expert PPC Marketer, Founder of Certified Knowledge, Author

Stéphane Hamel is a Google Product Strategy/Expert and has been named the Most Influential Industry Contributor by the Digital Analytics Association. He has made significant contributions to the industry, including creating the Digital Analytics Maturity Model.

Stéphane Hamel
Google Product Strategy Expert, Expert Data Analyst

Matt Bailey is the founder and president of SiteLogic, and the author of Internet Marketing: An Hour A Day. Matt also serves on the Advisory Board for Incisive Media's Search Engine Strategies Conferences, and is the conference's one of the highest-rated speakers.

Matt Bailey
Expert Internet Marketer, President of SiteLogic, Author

Highly regarded on the world speaker circuit, Lilach Bullock has graced Forbes and Number 10 Downing Street with her presence! She was listed in Forbes as one of the top 20 women social media power influencers and was crowned the Social Influencer of Europe by Oracle.

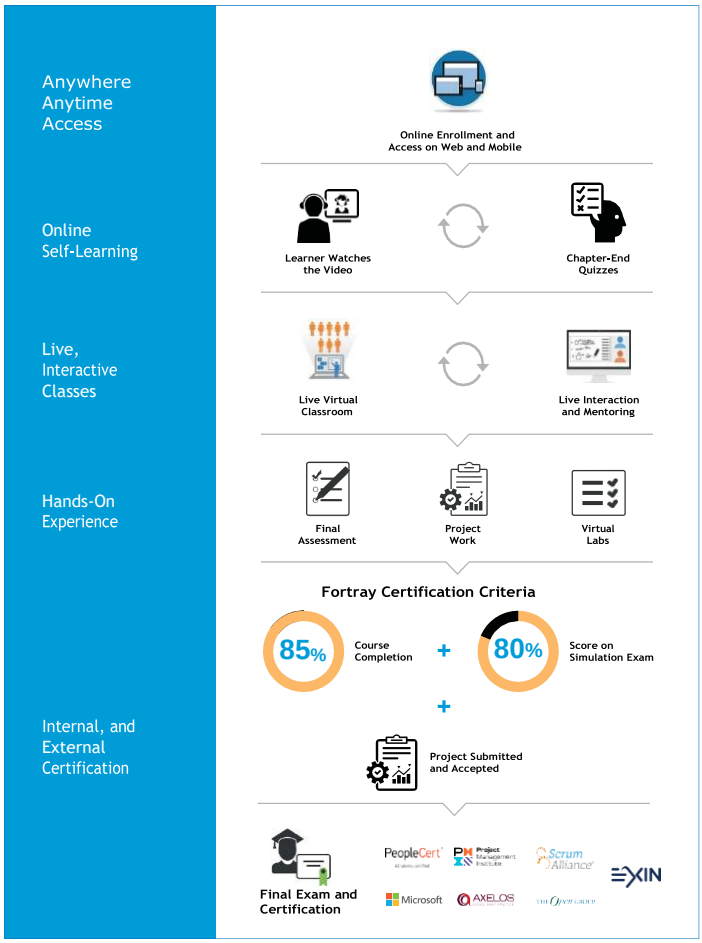
Lilach Bullock
Forbes Top Women Social Media Influencer

Danny Dover is the author of the bestselling book Search Engine Optimization Secrets and co-founded 'Making it Click'. Danny's expertise has been cited in Time Magazine, PC World, Smashing Magazine, and more. Before starting his own company, Danny was Lead SEO at Moz.com.

Danny Dover
Expert SEO, Former Lead SEO of MOZ, Author

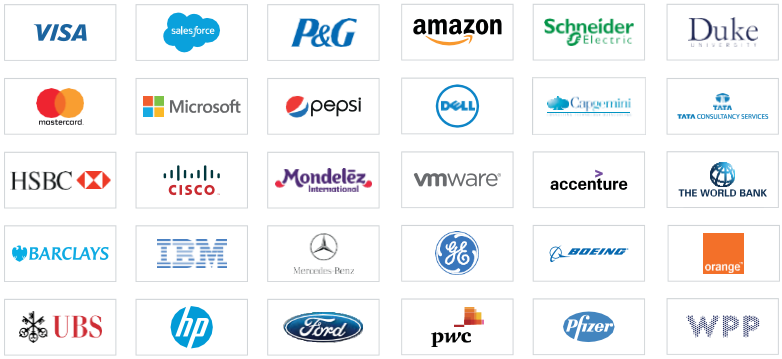
Certificates

Classroom-Level Immersion: Delivered Digitally



Corporate Training

Top clients we work with:



Features of Corporate Training:

- Tailored learning solutions
- Flexible pricing options
- Enterprise-grade learning management system (LMS)
- Enterprise dashboards for individuals and teams
- 24X7 learner assistance and support

United Kingdom

Fortray Networks Limited.

Suite 12, Ideas House, Station Estate, Eastwood Cl,
London E18 1BY,

United Kingdom

Call us at: +44 20 7993 4928

Ireland

Fortray Networks Limited.

Unit 5,

95-97 Talbot Street,

Dublin, Ireland

www.fortray.com