

Digital Marketing Certificate

Learn the digital marketing tools and strategies needed to succeed online, including SEO, social media marketing, paid search, and analytics tracking. Gain essential skills to promote a business and increase ROI in today's competitive markets from top digital marketing experts.

Group classes in NYC and onsite training is available for this course. For more information, email corporate@nobledesktop.com or visit: <https://www.nobledesktop.com/certificates/digital-marketing-bootcamp>



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Course Outline

This package includes these courses

- Digital Marketing Strategy & Web Fundamentals (6 Hours)
- Content Marketing Bootcamp (6 Hours)
- Email Marketing Bootcamp (6 Hours)
- SEO Bootcamp (12 Hours)
- Google Ads Bootcamp (12 Hours)
- Google Analytics Bootcamp (6 Hours)
- Instagram Marketing Bootcamp (12 Hours)
- Facebook Marketing Bootcamp (12 Hours)
- LinkedIn Marketing Bootcamp (6 Hours)
- YouTube Marketing (6 Hours)
- Social Media Content Marketing: Blogs & Twitter (6 Hours)
- TikTok Marketing (6 Hours)
- Streaming for Social Media (6 Hours)
- Social Media Industry & Portfolio (18 Hours)

Digital Marketing Strategy & Web Fundamentals

- Key skills needed to increase traffic to a website, generate leads and get sales
- How to develop a digital marketing strategy
- Essential elements every website should have to increase conversions
- How to turn leads into sales
- How to analyze your marketing to improve your return on investment

Content Marketing Bootcamp

- Learn about strategies and solutions for content marketing
- Develop an understanding of content curation and best practices
- Create a plan to promote, track, and optimize your content

Email Marketing Bootcamp

- Find out about the different types of emails & how to create them
- Optimize open rates & click through rates with A/B testing
- Build an email marketing strategy that works for you

SEO Bootcamp

- Learn how search engines work
- Conduct keyword research and competitor analysis
- Leverage SEO-driven content to increase web traffic

Google Ads Bootcamp

- Learn how to develop and manage a successful campaign
- Generate leads & sales and track conversions
- Guarantee your spot at the top of search engine results

Google Analytics Bootcamp

- Set up a Google Analytics account
- Identify which metrics to track
- Interpret Google Analytics reports

Instagram Marketing Bootcamp

- Develop digital marketing strategies for Instagram
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

Facebook Marketing Bootcamp

- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and Facebook Pixels to ensure that you earn a high return on your advertising budget

LinkedIn Marketing Bootcamp

- Get an introduction to LinkedIn & its interface
- Learn how to leverage your personal LinkedIn profile
- Create a company page on LinkedIn
- Learn paid advertising with LinkedIn

YouTube Marketing

- Learn the history of YouTube and its social impact
- Develop a successful social media strategy
- Create content that increases engagement and drives sales
- Learn how to gain a following and expand your reach

Social Media Content Marketing: Blogs & Twitter

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience
- Master Twitter marketing

TikTok Marketing

- Learn the history of TikTok and its social impact
- Develop a successful social media strategy
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach

Streaming for Social Media

- How to set up OBS for streaming
- How to stream to Twitch and its benefits
- How to stream to YouTube and its benefits
- How to stream to TikTok and its benefits

Social Media Industry & Portfolio

- Learn about earn-first creative thinking
- Create personal ideas and learn how to showcase them in a portfolio
- Resume and LinkedIn optimization
- Social media presence optimization