

# Digital Marketing Certificate

Learn the digital marketing tools and strategies needed to succeed online, including SEO, social media marketing, paid search, and analytics tracking.

Group classes in NYC and onsite training is available for this course. For more information, email [hello@nobledesktop.com](mailto:hello@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 (12 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**

- Develop business-based social media strategies
- Use LinkedIn for prospecting and promoting your business
- Learn how to advertise and track analytics

## **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