COURSE SYLLABUS

Digital Marketing Strategy & Web Fundamentals Course Online

Learn how to build an effective digital marketing strategy and optimize your business website to reach the right audience. This accelerated course covers defining goals and target customers, improving your site for conversions, and developing a clear value proposition that supports growth.

> Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/digital-marketing-strategy-web-fundamentals-course-online



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Course Outline

Digital Marketing Strategy

Intro to Digital Marketing

- What is digital marketing?
- The digital marketing landscape
- A look at digital marketing channels
- Establishing goals, objectives & KPIs
- Leveraging social media for growth

Target Audience Identification

- How to identify your target audience
- How to build customer personas
- Tools for researching your target audience

Developing Your Positioning in the Marketplace

- Identify what makes your company unique
- Develop your positioning statement
- Develop a value proposition

Developing Your Digital Marketing Strategy

- Identifying your top goals
- Establishing a budget
- Design Tactics
- Tracking Key Performance Indicators (KPIs)

- Measuring Results

Website Fundamentals

Introduction to the Hub & Spoke Model

- The role of your website
- Three questions every website should answer
- Developing a user-friendly website structure

Designing an Effective Homepage

- The role of your website homepage
- Elements of a successful homepage
- Using persuasion in design

Designing Effective Product Pages

- Product page formats
- Best practices for product pages
- Features every product page should have