

DIGITAL MARKETING STRATEGIES & CHANNELS

Detailed Syllabus

Chapter 1

Getting ready

You learn what's waiting for you in the upcoming chapters. We provide you with an overview of the different strategies and channels that are available. We also give you a wrap up of our first course (Critical Success Factors). But don't worry. This is a complete course in and of itself and we will come back to those principles when needed.

Unit	Title
1	Here's what's waiting for you...
2	Strategies & channels at a glance
3	Underlying principles of this course or: Wrap up course 1

Chapter 2

Strategies & tactics based on approaches - PART I

In this chapter we talk about the main differences between your inbound and outbound marketing activities. You will also learn how to choose the appropriate approach. After completing this chapter you will also be able to set up a content marketing strategy and understand the importance of storytelling (and when you shouldn't utilize it).

Unit	Title
1	Inbound vs Outbound Marketing
2	Content Marketing I: Setting the base
3	Excursion: About storytelling
4	Content Marketing Part II: The content itself
5	Are you a story teller?

Chapter 3

Strategies & tactics based on approaches - PART II

In this chapter you learn about the fundamentals of influencer marketing and which mistakes you should avoid. Additionally, we will discuss the concept of affiliate marketing and you will learn about paying your influencer on a performance basis. Furthermore, you will learn about the basics of experience marketing and the various ways you can engage your customers.

Unit	Title
1	Influencer marketing Part I: The fundamentals
2	Influencer marketing part II: Spotlight on social media influencers, fans & customers
3	Paying on a performance basis - Introduction to Affiliate Marketing
4	Experience Marketing
5	Engagement Marketing

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Chapter 4

Strategies & tactics based on amplifiers & catalysts

In this chapter we will introduce you to the different ways you can boost the impact of your strategic approaches. You will learn about the importance of your customer's context (for example using a mobile device) and what this means for your communication. We will also cover the different ways of targeting and the power of (smart) remarketing. Finally, we will shed light on the seemingly confusing field of programmatic advertising by explaining the main concepts and its application fields.

Unit	Title
1	Context (incl. mobile) marketing
2	Context on steroids: Realtime marketing
3	An introduction to targeting
4	Remarketing: Reconnecting to people
5	Getting your head around programmatic advertising (Part I)
6	Getting your head around programmatic advertising (Part II)

Chapter 5

Channels I: Overview & spotlight on search engines

In this chapter we provide you with an overview of the different marketing channels (like search and social) and formats (such as display or native ads) that are available to us. You then dive into how to use Google Search effectively to achieve your goals. You will learn about the basic principles of organic and paid search. Also, we will provide insight on when it is best to use organic and when it is best to use paid search. Further, we will discuss when to refrain from search as a channel.

Unit	Title
1	Overview on digital marketing channels & formats
2	Let's get found - Introduction to search engine marketing (SEM)
3	Search engine optimization (SEO)
4	Search engine advertising (SEA) - Part I
5	Search engine advertising (SEA) - Part II
6	Tools!

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Chapter 6

Channels II: Spotlight on social media

In this chapter we look at the other important domain for most marketers: Social Media. You will learn the do's and don'ts using Facebook Organic Reach. We also cover Facebook Advertising, its diverse opportunities and what you need to do to see results. Finally, you will learn about the different opportunities YouTube offers (organic and paid) and what is crucial to make this channel work for you.

Unit	Title
1	Introduction to social media marketing
2	Facebook organic - Part I
3	Facebook organic - Part II
4	Facebook advertising - Part I
5	Facebook advertising - Part II
6	YouTube organic
7	YouTube advertising

Chapter 7

Further relevant channels & formats

In our last chapter we cover the proclaimed successor of display: Native Ads. You will learn about the different available formats and what is crucial to make them deliver results. We end with the go-to in our marketing toolbox: Email Marketing. You will learn about the new opportunities of Email Marketing and understand the mistakes you should avoid.

Unit	Title
1	Native advertising
4	Email Marketing
3	Wrap up

Reach out to us for further information ...



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