

# Digital Marketing

## Description

Digital marketing refers to marketing activities in which the promotion, marketing and sale of products or services are carried out through methods using the internet and digital technologies. Unlike traditional marketing methods, digital marketing is carried out through online platforms, digital tools and digital communication channels.

Digital marketing has gained great importance with the widespread use of the internet. Companies use digital marketing strategies to interact more effectively with their customers, increase brand awareness, reach the target audience, improve customer relationships, and increase sales.

The digital marketing training is designed to provide participants with a comprehensive understanding of digital marketing strategies, tactics and tools. The training program is supported by interactive learning methods such as practical examples, real life applications, group work and project-based assignments. This training, which aims to provide strategic and practical information that will help participants improve their digital marketing skills, is delivered depending on sectoral trends and up-to-date tools and content.

## Outline

Digital Marketing Basics:

- Definition and importance of digital marketing.
- Digital marketing strategy and planning.
- A general description of digital marketing channels and tactics.
- Digital marketing components

SEM/PPC

- What is SEM?

- The Importance of SEM
- Google Ads (Search, Image, Youtube)
- SEM Tools
- SEM KPI/Metrics

## SEO

- What is SEO?
- The Importance of SEO
- SEO Components (On-Page SEO, Technical SEO, Off-Page SEO)
- Search Engines Working Logic

## SEO Tools

- Google Search Console
- Google Analytics
- Ahrefs
- Semrush
- Screaming Frog

## SEO KPI/Metrics

- Content Marketing
- Why is Content Marketing Important?
- Content Marketing and Target Audience
- Content Marketing; Organic-Brand-Direct Traffic
- Content Discovery and Tracking

## E-Mail Marketing

- What is Mail Marketing?
- When Should Mail Marketing Be Done?
- Mail Marketing Tools
- Mail Marketing KPI/Metrics

## Social Media Marketing

- What is SMM?
- Meta Ads
- TikTok Ads
- LinkedIn Ads

- Other Advertising Channels
- SMM KPI/Metrics

#### Digital Marketing Reporting Tools

- Google Data Studio

## **Prerequisites**

There are no prerequisites for this course