

What You Will Gain From This Class

BY THE END OF THIS curriculum, you will have an understanding of some of the following (time permitting):

- Determine which social media platforms are best for your business
- Integrate social media into your marketing plan
- Create a system to manage your social media
- Understand the importance of digital marketing as a part of your overall marketing plan
- Effectively use digital marketing and social media to increase awareness, build your brand, connect with your customers, and grow their loyalty

Related Classes & Certification Programs

SOCIAL MEDIA FOR BUSINESS

This class is an A-Z explanation of how to integrate social media into your digital marketing strategy to increase awareness, create social media campaigns, build your brand, connect with your customers, grow customer loyalty, and more.

SEO FOR BUSINESS

All businesses today need to factor an SEO plan into their greater marketing plan in order to maximize how people may find you on search engines. In this class, you will learn the basics of SEO and how to optimize your website to increase web traffic.

EMAIL MARKETING WITH MAILCHIMP

Email marketing is an affordable, simple and measurable form of commercial marketing to a group of people. In today's digital society, email has become the best way to connect with a direct audience. MailChimp is one of the leaders of email marketing. Their browser-based software is simple, user-friendly, and effective. This class is designed for people who are interested in understanding how to use MailChimp and email marketing for their business.

FUNDAMENTAL DIGITAL MARKETING CERTIFICATION

The Fundamental Digital Marketing Certification combines the latest disciplines in digital marketing: search engine optimization, social media, email marketing, and analytics for reporting.

Start when you want! Program classes are offered approximately every 8 weeks.

REGISTER for classes at www.DigitalWorkshopCenter.com or (970)980-8091