

Digital Marketing

Getting Started with Digital Marketing

What is Digital Marketing?

Social Media Marketing

Types of digital marketing

Search Engine Optimisation (SEO)

Social Media Marketing (SMM)

Other roles

What does a digital marketer do?

Components of digital marketing

Digital Marketing Challenges

Digital transformation

What is digital transformation?

Defining digital transformation

Digital governance

Digital customer

Who are digital consumers?

Influencers can bridge the gap

What is Consumer Behaviour?

Customer Experience

Search Engine optimization

Search engine optimization

The benefits of SEO

Top SEO tools

How do search engines work?

What is search engine crawling?

The role content plays in SEO

RankBrain

Localized search

SEO With Third-Party Reviews

Website development

Key Components of Effective Web Design

Web Presence

Online Marketing

B2B Websites

The B2B Website Meets Expertise-Based Services

B2B Website Strategies

B2B Website

E-Commerce

How does e-commerce work?

Types of e-commerce

Advantages and disadvantages

E-commerce platforms

Government regulations

History of e-commerce

Disruption to physical retail

How does eCommerce work?

Email marketing

The types of email marketing

Welcome emails

Email newsletters

How to get started with email marketing?

Direct Email Marketing

Why Direct Mail Marketing Works

Marketing messages

Advertising Online

Online Advertising: Paid Search

Landing Pages

Online Ad Types and Formats

Content Marketing

Strategy

History of Content Marketing

Why Content Marketing?

Content Mapping Based on the Customer Journey

Awareness Stage For Content Marketing

Affiliate Marketing

What Is Affiliate Marketing?

The Affiliate Marketers

The Consumer

The Affiliate Network

Affiliate Merchant

Uses of Affiliate Marketing

Marketing on Social media

Special Considerations

Advantages and Disadvantages of Social Media Marketing (SMM)

Blogging

Automate On WordPress

ClickToTweet

Importance Of Social Media Reviews