

Digital Marketing Foundations Essentials

01 - Introduction	2:10
02 - What is a Digital Strategy?	5:34
03 - Why Do You Need a Digital Strategy?	3:07
04 - The Steps to Build a Digital Marketing Plan	2:39
05 - The Importance of Digital Strategy Case Study: Hospital	8:23
06 - The Importance of Digital Strategy Case Study: Krista Neher	5:38
07 - Biggest Digital Challenges	1:49
08 - How a Clear Plan Helps	7:43
09 - The Benefits of a Clear Plan	2:36

Total Topics = 9 **Total Time = 39:39**
10 QUESTION QUIZ

Digital Measurement & Analytics Foundations

01 - Introduction to Digital Measurement	2:09
02 - The Challenges of Digital Measurement	13:14
03 - The Goal of Digital Marketing Measurement	4:05
04 - Good Measurement Starts with Strategy	9:00

Total Topics = 4 **Total Time = 28:28**

Introduction to Email Marketing

01 - Why Email Marketing is Important	8:35
02 - Email Marketing Trends	4:51
03 - Effective Email Marketing is 3 Things	6:03
04 - Email Strategy	10:46
05 - Building an Email Plan	3:39
06 - Email Software Options	9:18
07 - CAN-SPAM Act	2:47

Total Topics = 7 **Total Time = 45:59**
10 QUESTION QUIZ

Website Essentials

01 - Introduction: The Importance of Websites	4:24
02 - Why Websites are Important	2:28
03 - Is Facebook a Substitute for a Webpage?	3:16
04 - Determine Your Website's Purpose	11:06
05 - What Makes a Great Website?	12:37
06 - The Website Design Process	12:31
07 - How Much Should a Website Cost?	7:56
08 - What Content Should be on My Website?	5:52
09 - Website Platforms	5:06
10 - Mobile Websites	5:27

Total Topics = 10 **Total Time = 1:10:43**
10 QUESTION QUIZ

SEO Essentials

01 - What is SEO?	1:31
02 - SEO as Part of an Integrated Strategy	2:11
03 - The History and Future of SEO	3:12
04 - Why SEO is Important	6:08
05 - How Search Engines Work	3:53
06 - The "ART" of SEO	2:52

Total Topics = 6 **Total Time = 19:47**
10 QUESTION QUIZ

Introduction to Google Analytics

01 - Course Introduction	1:45
02 - Why Analytics?	2:08
03 - Why Google Analytics?	2:14
04 - What Can Google Analytics Answer?	1:37
05 - How to Evaluate Success	2:20
06 - Analytics Reporting	2:43

Total Topics = 6 **Total Time = 12:47**
7 QUESTION QUIZ

Digital Advertising Essentials

01 - Introduction	1:49
02 - Trends in Digital Advertising	8:13
03 - The Benefits of Digital Advertising	11:32
04 - The Challenges of Digital Advertising	7:45
05 - How to Grow Media Impact	4:47
06 - Ad Channel Overview	10:33
07 - Ad Formats	3:08
08 - Steps to Building an Ad Plan	4:36
09 - What Do You Want?	6:35
10 - Who Do You Want?	5:34
11 - Overview of Facebook Ads	8:52
12 - Overview of Search Ads	3:29
13 - Overview of Display Ads	5:26
14 - Overview of Video Ads	2:04

Total Topics = 14 **Total Time = 1:24:23**

Social Media Strategy Essentials

01 - Social Media Strategy Introduction	11:33
02 - Why Should I Participate in Social Media?	11:44
03 - Why Businesses Use Social Media	5:50
04 - How Different Businesses Use Social Media	10:36
05 - Social Media Trends	18:47
06 - The Importance of a Social Media Strategy	16:51
07 - Building a Social Media Strategy	5:50

Total Topics = 7
10 QUESTION QUIZ

Total Time = 1:21:11

Resources:

Digital Marketing Foundations Action Planner
Listening Guide
Digital Marketing Priorities Quick-Start Guide
Digital Strategy Template (GSOT)
Ad Channel Cheat Sheet
Paid Digital Quick-Start Guide
Digital Marketing Measurement
Quick-Start Guide
Benchmarking Quick-Start Guide
KPI Quick-Start Guide
ROI Quick-Start Guide
Email Marketing Quick-Start Guide
Email Marketing Checklist
Email Marketing Tips & Tricks
Planning Your Website Strategically
Quick-Start Guide
Planning Your Website Content Strategically
Quick-Start Guide
Website SEO Quick-Start Guide
SEO Quick-Start Guide
SEO Tools Tips & Tricks
SEO Keyword Research Quick-Start Guide
Google My Business Quick-Start Guide
Google Analytics and Google Tag Manager
Quick-Start Guide
Setting Up Google Analytics Quick-Start Guide
Social Media Strategy Quick-Start Guide
Social Media Strategy Checklist
Social Media Priorities Quick-Start Guide

Course Total Topics = 63

Course Total Time = 6:22:57