RiseUp Solutions

COURSE OUTLINE

Scaling Your Business with Digital Marketing Platform: Google Analytics, Google Ads, Google Search Console, Video Marketing

OVERVIEW

This hands-on workshop gives business owners and marketers a broad, practical view of digital marketing and the key strategies behind it. It covers websites, Google Analytics, Google Ads and Facebook Ads, plus the basics of good design for your marketing content. The final part shows how to build an audience and a brand on YouTube, from setting up a channel to optimising videos, running ads and reading analytics.

WHO IT'S FOR

Business owners who want to grow through digital marketing, marketers who want to do their own marketing, and anyone who wants to understand how digital marketing works.

DURATION

2 days

DELIVERY

In-house · Public

OBJECTIVES

- Use digital marketing concepts to build a digital marketing strategy
- Understand digital marketing and use it to grow your business
- Learn digital marketing strategies you can use on any online platform
- Learn the basics of design for content creation
- Build an audience and a brand on YouTube
- Sell products or services through YouTube
- Promote your channel and videos like a marketing professional
- Optimise videos (keywords, file names, titles, descriptions and scripts) so they are easier to find
- Win your audience with YouTube content that educates, teaches or entertains
- Boost your YouTube reach with YouTube Ads

MODULES

1. Introduction to Digital Marketing

- Goal setting
- Knowing your audience
- Digital marketing channels
- The customer journey
- Growing with digital marketing

2. Website Development

- The role of a website
- Types of website
- Domain and hosting
- Understanding WordPress websites
- Website design guidelines for eCommerce
- Website design

3. Google Analytics

- Why web analytics matter
- Setting up Google Analytics
- Google Analytics reports

4. Google Ads

- What Google Ads is
- Types of Google Ads
- Setting up a Google Ads account
- Google Ads targeting

5. Facebook Advertising

- Types of Facebook ads
- How Facebook ads are structured
- Facebook targeting
- Setting up a Facebook Ads account

6. Fundamental Design Elements, Part 1

- Fonts and type
- Lines
- Colour and gradient
- Shapes and shape builder
- Texture and pattern

7. Fundamental Design Elements, Part 2

- Photography, illustration and art
- Layout consistency

8. Design Software Demonstration

- Demo of Canva
- Demo of Adobe Illustrator and Photoshop

9. Introduction to YouTube Marketing

- What YouTube marketing is
- Current trends

10. Create a YouTube Channel for Your Business

- Brand account and channel
- Step-by-step demo: creating a YouTube account

11. Learn About Your Audience

- YouTube demographics
- Social listening

12. Research Your Competition

- SWOT analysis
- Key questions to ask yourself

13. Learn from Your Favourite Channels

- Key elements of a good video
- Key elements of a good channel
- Success stories from YouTubers

14. Optimise Your Videos to Get Views

- YouTube SEO and ways to optimise your videos for more views

15. Upload and Schedule Your Videos

- Creating high-performing video content
- Public, unlisted, private and Premiere videos

16. Optimise Your Channel to Attract Followers

- Channel art, channel trailer and channel icon

17. YouTube Advertising

- Targeting your customers
- Visitor behaviour and motivations
- Budget planning and techniques
- Creating and analysing campaigns

18. Influencer Marketing

- Fun facts and statistics about YouTube influencers and creators
- Choosing the right influencer

19. Analyse and Adapt

- YouTube analytics
- Basic interpretation of YouTube analytics

20. The Next Steps

- Other strategies
- Other resources

HRD Corp claimability confirmed in your proposal