

# uCertify

## Course Outline

### Digital Marketing For Beginner



19 May 2024

1. Course Objective
2. Pre-Assessment
3. Exercises, Quizzes, Flashcards & Glossary  
Number of Questions
4. Expert Instructor-Led Training
5. ADA Compliant & JAWS Compatible Platform
6. State of the Art Educator Tools
7. Award Winning Learning Platform (LMS)
8. Chapter & Lessons

Syllabus

Chapter 1: Introduction

Chapter 2: Understanding the Customer Journey

Chapter 3: Choosing the Right Marketing Campaign

Chapter 4: Crafting Winning Offers

Chapter 5: Pursuing Content Marketing Perfection

Chapter 6: Blogging for Business

Chapter 7: Taking Stock of 65 Blog Post Ideas

Chapter 8: Building High-Converting Landing Pages

Chapter 9: Capturing Traffic with Search Marketing

Chapter 10: Leveraging the Social Web

Chapter 11: Tapping into Paid Traffic

Chapter 12: Following Up with Email Marketing

Chapter 13: Crunching Numbers: Running a Data-Driven Business

Chapter 14: Optimizing Your Campaigns for Maximum ROI

Chapter 15: The Ten Most Common Digital Marketing Mistakes

Chapter 16: Ten Trending Digital Marketing Skills to Add to Your Resume

Chapter 17: Ten Essential Tools for Digital Marketing Success

Videos and How To

## 9. Practice Test

Here's what you get

Features

## 1. Course Objective

The Digital Marketing for Beginners course is designed to introduce you to the exciting world of digital marketing. Whether you're new to marketing or looking to expand your skills, this course will equip you with the fundamental knowledge and digital marketing strategies needed to thrive in the digital marketing realm. The course helps you explore the basics of digital marketing, including key concepts, trends, and strategies and learn how to optimize websites for search engines (SEO) and user experience (UX) to drive traffic and conversions. The course helps you gain solid understanding of digital marketing fundamentals, enabling you to create effective campaigns, analyze performance metrics, and make data-driven decisions in the dynamic world of digital marketing.

## 2. Pre-Assessment

Pre-Assessment lets you identify the areas for improvement before you start your prep. It determines what students know about a topic before it is taught and identifies areas for improvement with question assessment before beginning the course.

## 3. Exercises

There is no limit to the number of times learners can attempt these. Exercises come with detailed remediation, which ensures that learners are confident on the topic before proceeding.

**120**  
EXERCISES

## 4. Quiz

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.

**196**

**QUIZ**

## 5. flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.

**93**

**FLASHCARDS**

## 6. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.

**93**

**GLOSSARY OF  
TERMS**

## 7. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

## 8. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

## 9. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

## 10. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been

recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**

1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution
6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution
3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

- **2018**

1. Best Higher Education LMS or Learning Platform

2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- **2019**

1. Best Virtual Learning Solution
2. Best Content Authoring Development or Curation Solution
3. Best Higher Education Learning Management Solution (LMS)

- **2020**

1. Best College and Career Readiness Solution
2. Best Cross-Curricular Solution
3. Best Virtual Learning Solution

## 11. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

## Syllabus

### Chapter 1: Introduction

- About This Course
- Assumptions
- Icons Used in This Course



- Where to Go from Here

## Chapter 2: Understanding the Customer Journey

- Creating a Customer Avatar
- Getting Clear on the Value You Provide
- Knowing the Stages of the Customer Journey
- Preparing Your Customer Journey Road Map
- Optimizing the Customer Journey
- Avoiding an Optimization Mistake

## Chapter 3: Choosing the Right Marketing Campaign

- Establishing Marketing Objectives
- Defining a Digital Marketing Campaign
- Understanding the Three Major Types of Campaigns
- Balancing Your Marketing Campaign Calendar
- Choosing the Campaign You Need Now
- Viewing Your Digital Marketing through the Campaign Lens

## Chapter 4: Crafting Winning Offers

- Offering Value in Advance
- Designing an Ungated Offer
- Designing a Gated Offer
- Designing Deep-Discount Offers
- Maximizing Profit

## Chapter 5: Pursuing Content Marketing Perfection

- Knowing the Dynamics of Content Marketing
- Finding Your Path to Perfect Content Marketing
- Executing Perfect Content Marketing
- Distributing Content to Attract an Audience

## Chapter 6: Blogging for Business

- Establishing a Blog Publishing Process
- Applying Blog Headline Formulas
- Auditing a Blog Post

## Chapter 7: Taking Stock of 65 Blog Post Ideas

- Defeating Writer's Block

- Creating Stellar Content without All the Fuss

## Chapter 8: Building High-Converting Landing Pages

- Exploring the Types of Landing Pages
- Creating a Lead Capture Page
- Creating a Sales Page
- Grading a Landing Page

## Chapter 9: Capturing Traffic with Search Marketing

- Knowing the Three Key Players in Search Marketing
- Targeting Search Queries
- Optimizing Your Assets for Specific Channels
- Earning Links

## Chapter 10: Leveraging the Social Web

- Social Channels
- Facebook
- Instagram
- LinkedIn

- Twitter
- The Social Success Cycle
- Listening to the Social Web
- Influencing and Building Brand Authority
- Networking That Moves the Needle
- Selling on Social Channels
- Avoiding Social Media Mistakes
- Knowing When to Automate

## Chapter 11: Tapping into Paid Traffic

- Visiting the Traffic Store
- Understanding Traffic Temperature
- Choosing the Right Traffic Platform
- Setting up Boomerang Traffic
- Troubleshooting Paid Traffic Campaigns

## Chapter 12: Following Up with Email Marketing

- Understanding Marketing Emails

- Sending Broadcast and Follow-Up Emails
- Building a Promotional Calendar
- Creating Email Campaigns
- Writing and Designing Effective Emails
- Cuing the Click
- Getting More Clicks and Opens
- Ensuring Email Deliverability
- List Hygiene

## Chapter 13: Crunching Numbers: Running a Data-Driven Business

- Leveraging the Five Google Analytics Report Suites
- Understanding Where Your Traffic Is Coming From
- Tracking the Origins of Site Visitors
- Creating Goals to See Who's Taking Action
- Segmenting Your Audience with Google Analytics
- Honing In on Your Audience
- Putting It All Together

## Chapter 14: Optimizing Your Campaigns for Maximum ROI

- Understanding Split Testing
- Selecting Page Elements to Optimize
- Getting Ready to Test
- Preparing to Launch
- Calling a Test
- Knowing How a Test Performed
- Analyzing the Test

## Chapter 15: The Ten Most Common Digital Marketing Mistakes

- Focusing on Eyeballs Instead of Offers
- Failing to Talk about Your Customers (and Their Problems)
- Asking Prospects for Too Much, Too Soon
- Being Unwilling to Pay for Traffic
- Being Product Centric
- Tracking the Wrong Metrics
- Building Assets on Other People's Land
- Focusing on Your Content's Quantity Instead of Quality
- Not Aligning Marketing Goals with Sales Goals

- Allowing “Shiny Objects” to Distract You

## Chapter 16: Ten Trending Digital Marketing Skills to Add to Your Resume

- Content Marketing Positions
- Paid Media Manager
- Search Engine Optimization (SEO) Manager
- Social Media Marketing
- Community Management
- Video Marketing and Production Positions
- Web Design and Development Positions
- Data Analysis Positions

## Chapter 17: Ten Essential Tools for Digital Marketing Success

- Building a Website
- Hosting a Website
- Choosing Email Marketing Software
- Considering Customer Relationship Management (CRM) Software
- Adding a Payment Solution

- Using Landing Page Software
- Sourcing and Editing Images
- Managing Social Media
- Measuring Your Performance: Data and Analytics
- Optimizing Your Marketing

## 12. Practice Test

**Here's what you get**



### **Features**

Each question comes with detailed remediation explaining not only why an answer option is correct but also why it is incorrect.

#### **Unlimited Practice**

Each test can be taken unlimited number of times until the learner feels they are prepared. Learner can review the test and read detailed remediation. Detailed test history is also available.



Each test set comes with learn, test and review modes. In learn mode, learners will attempt a question and will get immediate feedback and complete remediation as they move on to the next question. In test mode, learners can take a timed test simulating the actual exam conditions. In review mode, learners can read through one item at a time without attempting it.

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