

Results Driven Group – Innovative Working

Course title	Digital Marketing
Courses description and target audience	<p>This training course is ideal for anyone who is new to the world of digital marketing or anyone who is wants to increase the presence or traffic to their website through online sources.</p> <p>This course does not require any specific prior knowledge. However, it is expected that delegates will have some understanding of digital marketing or, have some responsibility for the marketing of a company or organisation.</p> <p>This 2 day training course is designed to develop delegates understanding of all the various digital marketing techniques that can be used to market a company or organisation online.</p> <p>It will give delegates practical Digital Marketing skills including SEO, Website Optimisation (CRO), Google Ads & PPC, Google Analytics, Email and Social Media / Content Marketing</p>
Delivery method and duration	Online 2 Days
Course start dates	Dates to be set.