

Digital Marketing for Beginners

Introduction

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Welcome



Over the next few weeks...

- Overview of marketing strategy
- Target audience profiling
- Social media & social media content
- Legal aspects of digital marketing
- Email marketing, list building & content ideas
- SEO, paid search & digital advertising
- The art of blogging
- Content marketing
- Writing for the web
- Pulling it all together

About the assessment

All the assignments do need to be completed to get the qualification...

- Ongoing assignments each week
 - Worksheets, Q&A
 - Creating a social media profile
 - A social media survey exercise
 - A target customer exercise
 - Interpersonal skills worksheet
- Big assignment
 - Creating a digital marketing plan for your business
 - Creating a 3 month activity calendar

Booking your 1-2-1 sessions

- I recommend booking your sessions when you've finished module 5 and then after module 10
- You can use the sessions to discuss any aspect of the course in more detail, or I can help you with specific issues relating to your business
- But I can go with whatever works best for you.
- At any point in the course, if you're not sure about something, you can email your questions at jackie@brightsparkmarketing.com

An aerial photograph of the New York City skyline at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city lights are visible, and the Empire State Building stands out prominently in the center, its top section illuminated with red and green lights. Other skyscrapers are visible on either side, some with their own unique lighting schemes. The overall scene is a dense urban landscape.

Up next: Some basics
of marketing strategy