

Modules:-

Module 1 : Introduction to Digital Marketing

Module 2: Creation of Website using WordPress

Module 3: Content Marketing

Module 4: Social Media Marketing

Module 5: Search Engine Optimization

Module 6: Paid Search using Google Ads

Module 7: Display & Video Advertising

Module 8: Email Marketing

Module 9: Facebook & Instagram Advertising

Module 10: Website Optimization

Module 11: Analytics with Google Analytics

Module 12: Conversion Rate Optimization



PROFESSIONAL COURSE IN DIGITAL MARKETING

COMFORI SDN BHD

Objectives

- Provides an in-depth understanding and advanced knowledge of important digital marketing domains
- Discover real-world projects for gaining domain experience
- Get exposed to latest digital marketing tools in the field
- Develop an in-depth understanding on top-of-mind digital marketing functions
- Become competent in planning, managing and executing integrated multi-channel campaigns
- Understand how digital marketing disciplines all work together and how to optimize your use of each one

Digital marketing is more in demand than ever, especially in times of COVID-19 when everyone is shifting online. The outbreak has been a catalyst for change in consumer behavior as well as marketing strategies. Consumers and businesses alike are turning to the internet as countries are keeping people at home to minimize the spread of the virus. The internet is now being used at a rate never experienced before and it's believed that COVID-19 is accelerating the digital transformation of businesses rapidly. According to Forbes, 70% of companies now either have a digital transformation strategy in place or are working on one. The course encompasses all the required knowledge on digital marketing in the current era.