

Программа обучения специалистов
"Цифрового маркетинга"

Учебный план программы "Цифровой маркетинг"

1. Basics of digital markets and digital communication channels – search engine and PPC, affiliate marketing and banners, SMM, mobile, e-mail marketing, videomarketing, blogs and vlogs + LinkedIn and CV for digital market
2. Definition of digital marketing, users vs customers and User Experience (UX) vs Customer experience (CX), segmentation-positioning-targeting (STP) and sales funnel
3. Basics of marketing theory and main models – 5Ps, AECC, AIDA, contemporary customer journey, and marketing automation - A/B testing
4. Content-marketing (inbound vs outbound marketing), Psychology of internet impression and communication, Types of content rules of plots and genres, choice of subject and key words, tips – written, photo, voice and musics, video
5. Разработка сайта в Word Press and Wix
6. PPC and Google micro-moments and ads possibilities, contemporary dynamic of PPC and regulations (GDPR, YLYM, zero-clicks)
7. Google algorithms and SEO-optimization, key word research and SemRush
8. Analytics, Similar Web
9. AdWords + affiliate
10. Applications and mobile marketing - responsive design, Analytics and AppsFlyer, Messengers (What's app, Telegram, Messenger, WeChat) and ChatBots (Olark and FB) Applications' market
11. Мобильные версии сайта
12. E-mail marketing - Klavyo, GetResponse, ActiveCampaign, MailChimp - journey steps, types of e-mails (transactional, relational, promotional), broadcast vs triggered mails, e-mail list!!!! - e-mail calendar
13. SMM (FB, LinkedIn and CV, IG, TikTok, Pinterest, Twitter, SnapChat) - trends and reviews, innovations, limitations, rules of communications, psychology and hypes, efficient and effectiveness
14. The main platforms – FB, Instagram, Youtube, Twitter, SnapChat, etc.

15. Lead generation and MQL (marketing qualified leads vs SQM (sales qualified leads) + Shopify and internet shop
16. E-commerc eco-system and internet sales - help desk and Zendesk, review widget and Yotpo, exit intend and Oprimonk, social selling and Optimonk, coupon pop-up and Better coupon box, post purchase and OnClickUpSell by Zipify
17. Platforms – Salesforce, HubSpot, Marketo, ABM – account-based marketing and key account management, summary of the course
18. Israeli market, possibilities, rules, experience, tips

Организатор имеет право изменять, корректировать программу в случае необходимости.