

PROGRAM OUTCOMES

DIGITAL MARKETING FOUNDATIONS

As part of the 'Learn' series of programs, this program consists of 3 months of consecutive learning, meaning 2 hours of learning every week for 12 weeks. This program is designed to give businesses the basics of marketing - how it works and which platforms to be on. This information is critical when building a marketing plan regardless of whether you are implementing the strategies yourself or hiring a third party.

1

PROGRAM INTRODUCTION

Familiarize yourself with B Wise Online Academy platform, course layout, & materials.

2

INTRODUCTION TO MARKETING

Learn the basics of marketing theory and planning.

3

THE EVOLUTION OF MARKETING & YOUR BRAND

Understand how marketing has shifted as a result of COVID and how your brand can adapt.

4

FINDING YOUR IDEAL CLIENT

Develop a clear understanding of your ideal client and their motivations and behaviors.

5

CRAFTING YOUR CUSTOMER EXPERIENCE

Examine your customer's journey and identify ways to improve their experience.

6

WEBSITE DESIGN

Learn how to build great websites designed to convert visitors into leads.

7

SEARCH ENGINE OPTIMIZATION

Learn how to get your website noticed by search engines like Google & Bing.

8

SEARCH ENGINE MARKETING

Learn how to get started with paid advertising on Google & Bing.

9

SOCIAL MEDIA BASICS

Discover which platforms you should be on and how to engage your audience.

10

SOCIAL MEDIA MARKETING

Learn how to get started posting ads on each platform to target your ideal audiences.

11

OTHER DIGITAL MARKETING OPTIONS

Learn about email marketing, click funnels, mobile marketing, and affiliate marketing.

12

INTEGRATED MARKETING

Learn about traditional marketing methods and how to integrate them with digital marketing campaigns.