



## Scaling Your Business with Digital Marketing Part 2: Google Analytics, Google Ads, & YouTube Marketing

### OVERVIEW

It is important for business owners and marketers to have an understanding of digital marketing strategies and familiarize themselves with it. This course will offer a comprehensive view of digital marketing and provide insights into the key strategies for using the digital platform.

Besides that, a good design evokes emotion and presents the news of the day with clarity and the proper tone. This course will also cover the basics of design elements to create your digital marketing content, which could be apply to various format of content creation, using various software.

The final section of this course is to learn how to build your audience and your brand on YouTube, the world's second largest search engine behind Google. Learn how to create a successful YouTube channel, create engaging videos people want to share, optimize your videos for higher visibility, take advantage of YouTube SEO, get more video views and channel subscribers, and monetize your channel.

### METHODOLOGY

Online E-learning – Talent LMS (Video presentations, articles, assessments, case studies)

### TARGET AUDIENCE

- Business owners who want to use digital marketing to grow their business.
- Marketers want to do their own marketing.
- Anyone interested in upskilling and understanding how digital marketing works.

### LEARNING OUTCOME

Upon completion of this program, participants should be able to:

- Learn digital marketing concepts to create a digital marketing strategy.
- Understand digital marketing and help to grow your own business.
- Earn the knowledge of digital marketing strategies to use in any online platform to get results.
- Learn the basics of design elements in content creation
- Build an audience and a brand on YouTube
- Sell product or services from YouTube
- Promote your channel and individual videos like a marketing professional would
- Optimize your videos, including keywords, file names, titles, descriptions, and within your scripts to help you be found more easily in search.
- Win the heart of your audience by creating YouTube content that educates, teaches, or entertains.
- Boost your YouTube SEO with YouTube Ads



## **KEY CONTENTS**

### **Module 1 – Introduction to Digital Marketing**

- Goal Setting
- Know your audience
- Digital Marketing Channels
- Customer Journey
- Grow with Digital Marketing

### **Module 2 – Website Development**

- The role of a website
- Types of website
- Domain and hosting
- Understand WordPress Website
- Website Designing Guidelines
- eCommerce Website Design

### **Module 3 – Google Analytics**

- Importance of web analytics
- Google Analytics Setup
- Google Analytics Report

### **Module 4 – Google Ads**

- What is Google Ads
- Types of Google Ads
- Set up Google Ads Account
- Google Ads Targeting

### **Module 5 – Facebook Advertising**

- Types of Facebook Ads
- Structure of Facebook Ads
- Facebook Targeting
- Set up a Facebook Ads Account

### **Module 6 – Fundamental Design Elements Part 1**

- Fonts / Types
- Lines
- Color / gradient
- Shapes / shapebuilder
- Texture / pattern

### **Module 7 – Fundamental Design Elements Part 2**

- Photography / Illustrations / Art
- Layout
- Consistency

### **Module 8 – Demonstration on Design Software**

- Demo on Canva
- Demo on Adobe Illustrator & Photoshop



### **Module 9 - Introduction**

- What is YouTube Marketing
- The current trend

### **Module 10: Create a YouTube channel for your business**

- Brand Account and Channel
- Step-by-step demo on creating a YouTube account

### **Module 11: Learn about your audience**

- YouTube Demographics
- Social listening

### **Module 12: Research your competition**

- SWOT analysis
- Key questions to ask yourself

### **Module 13: Learn from your favorite channels**

- Key elements of a good video
- Key elements of a good channel
- Success stories from YouTubers

### **Module 14: Optimize your videos to get views**

- Learn about YouTube's SEO & ways to optimize your videos to get more views

### **Module 15: Upload and schedule your videos**

- Learn how to create high-performing video content
- Public, unlisted, private and Premier videos

### **Module 16: Optimize your channel to attract followers**

- Channel art, channel trailer, channel icon

### **Module 17: YouTube advertising**

- Targeting your customers
- Visitor behavior and motivations
- Budget planning and techniques
- Campaign creation and analysis

### **Module 18: Influencer marketing**

- Fun Facts & Statistics about YouTube Influencers / Creators
- How to choose the right influencer

### **Module 19: Analyze and adapt**

- YouTube analytics
- Basic interpretation of YouTube analytics

### **Module 20: The Next Steps**

- Other strategies
- Other resources

