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DIGITAL MARKETING SKILLS

Start Date:	07/12/2026	**End Date:**	11/12/2026
Categories:	Public Relations & Market	**Venues:**	Amsterdam
Formats:	In Person	**Instructors:**	

OVERVIEW

This practical course equips participants with essential digital marketing skills for planning and executing campaigns across social media, email, content, and SEO channels. It covers strategy, tools, and performance measurement.

OBJECTIVES

By the end of this course, participants will be able to: – Understand digital marketing channels and how they work together. – Create compelling content and optimize it for search engines and social. – Use email marketing tools and segmentation strategies. – Launch and measure paid ad campaigns on Google and social platforms. – Analyze digital performance using key metrics and dashboards.

COURSE OUTLINE

1- Digital Marketing Strategy and Channels 2- Content Creation and SEO Fundamentals 3- Email Marketing and Automation 4- Paid Ads and Social Campaigns 5- Analytics and Performance Tracking

TARGET AUDIENCE

All Supervisory Levels, Marketing coordinators, junior marketers, business owners, and professionals shifting into digital roles.

METHODOLOGY

Live campaign simulations, tool walkthroughs, SEO labs, email writing exercises, and analytics dashboards.

CONCLUSION

Participants will be able to contribute to digital marketing initiatives and run basic campaigns with measurable impact.

DAILY AGENDA

Day 1: Digital Marketing Foundations

Explore channels like social, email, SEO, paid media, and content.

Day 2: Creating and Distributing Content

Write SEO-friendly copy and create posts, visuals, and blog assets.

Day 3: Email and Automation

Build and segment mailing lists and schedule nurture flows.

Day 4: Paid Campaigns and Targeting

Set up ads and optimize campaigns across Google and Meta platforms.

Day 5: Performance and ROI Tracking

Use dashboards to track engagement, traffic, leads, and conversions.

For more information, please contact us:
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