

What's in this course:

1. INTRODUCTION ON DIGITAL MARKETING
2. WEBSITE DEVELOPMENT THROUGH CMS
3. TRENDS / KEYWORDS RESEARCH
4. DIGITAL MARKETING STRATEGIES
5. ONLINE MARKETING TOOLS
6. SEO
7. PPC
8. EMAIL MARKETING
9. SMS MARKETING
10. SMM - SOCIAL MEDIA MARKETING
11. MARKETING ANALYSIS
12. WEBSITE ANALYTICS
13. E-COMMERCE STRATEGIES
14. WEB AUTOMATIONS
15. INTEGRATIONS / WITHOUT WEBSITE STRATEGIES