

Digital Marketing - Tools, Tactics & Strategies



Reach Your Customer with the Right Message at the Right Time.

Learn the tools, tactics and strategies that rule digital marketing in today's world. Using the right advertising medium for the right consumer behavior is critical to not wasting money on Google, Facebook or other digital marketing platforms. Email marketing still has the best return on investment, which means that building a list is critical to on-going sustainable sales, but the question of how to build that list persists.

In this seminar, you'll explore the various ways to build email lists, how to run ads on Facebook and Google and how to make sure those ads are successful. Learn how to utilize the media to gain search engine optimization (SEO) ranking and build an audience with social media tools and tactics.

You will learn:

- Facebook advertising
- Google advertising
- Email marketing
- Digital marketing creative
- Digital marketing strategies
- Social media marketing simplified
- Tracking and analytics

Benefits & Outcomes:

- Develop a digital marketing strategy for any business.
- Develop a timeline and creative execution for digital marketing.
- Build and launch an ad via Facebook or Google.
- Monitor Key Performance Indicators (KPI) to gauge success or failure of a campaign.

"Reaching your target consumer has never been easier for a business. Find out exactly how to get the right message in front of your customer at the right time using digital marketing."

*- Brian Davis
Business Owner & Venture Center
Instructor*

Dates	Time	Location
Tuesday - Thursday, April 14 - 16, 2020	5:30 PM - 8:30 PM	D.J. Bordini Center, Appleton

Cost: \$149 | **Register:** www.fvtc.edu/seminarsearch

Materials included

