

Mini-MBA Introduction to Digital Marketing

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The foundations of marketing practice have shifted. Marketers must learn how to use digital marketing to identify prospects when prospects are ready, not interrupt them with messaging when they are not.

Digital marketing allows us to find prospects on their terms, giving us the ability to engage in conversations with qualified prospects. This is a much different method than interrupting someone's day with an unsolicited phone call!

This course will give you an overview into:

- Forming a digital marketing strategy
- Inbound marketing
- Search engine optimization
- Pay-per-click marketing with Google Ads
- Building customer personas
- Content marketing
- Analytics overview
- Choosing the right social media platforms for your business