MERCURY

Digital Marketing Professional Training Course

1 – 5 November 2027
Boston (USA)



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Istanbul - Türkiye: +90 539 599 1206
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Ref: 16004_1083897 **Date:** 1 – 5 November 2027 **Location:** Boston (USA) **Fees:** 7500 Euro

Introduction to Digital Marketing Professional:

In today's digital-first world, mastering digital marketing is no longer optional—it is a core competency for professionals and businesses alike. The Digital Marketing Professional training course offers an immersive, hands-on learning experience designed to build expertise in both foundational and advanced digital marketing strategies.

Participants will gain deep insights into SEO, content creation, social media management, and performance analysis, enabling them to navigate and succeed in competitive digital environments. This Digital Marketing Professional course delivers real-world applications and best practices, enabling learners to design and execute data-driven campaigns that yield measurable results.

Whether you aim to grow your brand, boost your company's online visibility, or launch a successful digital marketing career, this Digital Marketing Professional course equips you with the tools to excel. With practical modules, actionable frameworks, and guided exercises, learners will gain both strategic thinking and technical implementation skills.

The Digital Marketing Professional program integrates current industry tools and techniques, aligning with the latest trends and platform updates. Participants will join leading digital marketing professional organizations or pursue a certificate in digital marketing. This program will help you position yourself as a recognized digital marketing professional in today's rapidly shifting market.

Targeted Groups:

This Digital Marketing Professional Training Course targets professionals seeking specialized knowledge and skills:

- Business owners are seeking to enhance their digital presence.
- Marketing professionals are aiming to stay competitive in the digital age.
- Entrepreneurs looking to scale using online strategies.
- Freelancers offering or expanding digital marketing services.
- University graduates are entering the digital marketing workforce.
- Sales personnel wishing to understand digital consumer behavior.
- Content creators and influencers who want to expand their reach.
- Small business owners need cost-effective marketing approaches.
- Career changers are moving into digital marketing roles.
- Anyone motivated to master professional digital marketing skills.

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Course Objectives:

Participants will achieve the following objectives by completing the Digital Marketing Professional course:

- Identify and explain essential digital marketing concepts and channels.
- Examine digital consumer behavior and market segmentation strategies.
- Design strategic digital marketing plans tailored to business goals.
- Apply advanced SEO practices to enhance search engine visibility.
- Create targeted content to attract and engage defined audiences.
- Manage and optimize multi-platform social media campaigns.
- Develop automated, result-oriented email marketing workflows.
- Implement paid advertising strategies across platforms like Google Ads and Facebook.
- Track and interpret campaign performance using analytics tools.
- Evaluate KPIs to improve ROI and marketing efficiency.
- Design landing pages and funnels for improved conversions.
- Utilize tools for conversion rate optimization CRO and UX enhancement.
- Integrate affiliate marketing into broader digital strategies.
- Adjust marketing approaches in response to industry trends and platform updates.
- Communicate insights using visual data and performance dashboards.

Targeted Competencies:

Participants will gain the following competencies during the Digital Marketing Professional program:

- Strategic planning and digital campaign development.
- Advanced SEO optimization skills and keyword implementation.
- Content strategy aligned with user intent and search behavior.
- Competence in email marketing automation and segmentation.
- Social media advertising and analytics across major platforms.
- Skillful management of PPC campaigns and budget allocation.
- Performance measurement using web analytics tools.
- Execution of effective digital advertising and retargeting strategies.
- Application of CRO principles to maximize engagement and conversion.
- Adaptability to emerging platforms, tools, and algorithm changes.
- Professional communication and data storytelling in marketing contexts.

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Course Content:

Unit 1: Fundamentals of Digital Marketing:

- Understand the evolution and future of digital marketing professionals.
- Explore key digital channels, including search, social media, email, and paid media.
- Identify components of a successful digital marketing plan.
- Analyze the target audience and buyer personas.
- Build brand positioning through digital storytelling.
- Conduct a competitive digital landscape analysis.
- Understand marketing funnels and customer journeys.
- Apply ethics and compliance in online marketing practices.
- Explore digital marketing platforms and integrated tools.
- Review successful real-world marketing case studies.

Unit 2: Search Engine Optimization SEO Strategies:

- Explore what makes a strong SEO strategy.
- Conduct keyword research using intent-based targeting.
- Apply on-page SEO practices: metadata, structure, and UX signals.
- Develop internal linking and optimize site architecture.
- Enhance off-page SEO through authoritative backlinks.
- Perform technical SEO audits site speed, mobile-first indexing.
- Implement structured data and schema markup.
- Optimize local search and map visibility.
- Use tools like Google Search Console for a performance review.
- Monitor algorithm updates and SEO trends.

Unit 3: Social Media Marketing & Advertising:

- Align social platforms with business and audience goals.
- Create engaging content across Instagram, Facebook, and LinkedIn.
- Launch targeted ad campaigns with A/B testing to optimize results.
- Collaborate with influencers and brand ambassadors.
- Manage communities to build loyalty and engagement.
- Utilize metrics and dashboards to evaluate social ROI.
- Build a social calendar and crisis communication strategy.
- Adjust the content and tone based on each platform's algorithms.
- Explore new features like Reels, Shorts, and Stories.
- Learn from leading social media case studies.

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Unit 4: Content Marketing & Email Marketing:

- Understand how content drives success in inbound marketing.
- Develop a brand voice and consistent content themes.
- Produce blogs, infographics, and interactive content.
- Integrate video and podcasting into a content strategy.
- Map content to different stages of the funnel.
- Create conversion-focused email marketing campaigns.
- Segment lists based on customer behavior and profile.
- Implement drip campaigns and autoresponders.
- Evaluate open, click-through, and bounce rates.
- Refine content based on performance metrics and feedback.

Unit 5: Digital Advertising & Analytics:

- Plan and execute PPC campaigns on Google and Bing.
- Leverage social media ads for traffic and conversions.
- Set goals, budgets, and audience targeting for ads.
- Use Google Ads Editor and Facebook Ads Manager efficiently.
- Implement retargeting and lookalike audience strategies.
- Track user behavior through UTM parameters and pixels.
- Use Google Analytics 4 and Data Studio for insights.
- Create dashboards for stakeholders and team members to report on.
- Evaluate return on ad spend ROAS and attribution models.
- Integrate ad performance data into business decisions.

Final Insights & Key Takeaways:

This Digital Marketing Professional course prepares participants to take charge of their online marketing strategy with confidence and clarity. The skills learned throughout the program are essential for anyone aiming to lead in today's digitally driven business world. With an in-depth understanding and hands-on skills, participants can pursue a digital marketing professional certificate or expand into leadership roles. This course is your gateway to becoming an agile, future-ready digital marketing professional in a competitive global marketplace.