**Syllabus**

1. Digital Marketing 101
2. Mastering SEO, Content Marketing, PPC and Digital Analytics
3. Mastering Social Media Mobile Marketing and Digital Strategy
4. HubSpot Email Marketing Certification Training
5. Advanced Email Marketing
6. Digital Marketing Capstone

**What you will learn**

* Gain in-depth knowledge of the various digital marketing disciplines, such as search engine optimization (SEO), pay-per-click (PPC), content marketing, social media marketing, mobile marketing, web analytics, website conversion rate optimization, email marketing, and digital marketing strategy
* Formulate, plan, and execute digital marketing strategies with the right channel mix
* Create and communicate the right marketing message to the target audience
* Learn digital marketing tools like Google Ads, Google Analytics, Facebook Marketing, YouTube Marketing, and Twitter Advertising

**How you will benefit**

* This course is aligned with the OMCA certification
* Individuals who earn the OMCA certification:
	+ Stand out to employers and clients as having verified digital marketing skills, education, and experience
	+ Earn between 16-26% more than non-certified digital marketers
	+ Operate more effectively as a marketing professional, sharing common language and generally accepted practices across multiple disciplines
	+ Marketing skills, education, and experience**Syllabus**
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