

Digital Marketing

1. Remembering:

- Understand the need for Digital Marketing in today's competitive business landscape.
- Recall the key concepts and principles of e-mail marketing, Search Engine Optimization, and Google Algorithms.

2. Understanding:

- Explain how Google Algorithms work and their impact on search engine rankings.
- Analyze the importance of page optimization and the structure of Google AdWords accounts.

3. Applying:

- Implement Google Analytics and understand how to set up conversion tracking for effective measurement of digital marketing campaigns.
- Utilize social media marketing techniques to engage with target audiences.

4. Analyzing:

- Evaluate common mistakes analysts make in web analytics and develop strategies to avoid them.
- Analyze the performance of digital marketing campaigns using automation tools and adjust strategies accordingly.

5. Evaluating:

- Assess the effectiveness of digital marketing strategies through data-driven insights and make informed decisions for optimization.
- Critically evaluate the impact of web analytics on overall business performance and ROI.

6. Creating:

- Develop comprehensive digital marketing plans that incorporate e-mail marketing, SEO, Google AdWords, social media marketing, and analytics.
- Create customized reports using Google Analytics to present key metrics and insights to stakeholders for informed decision-making.