

## **Session 1:**

**The Marketing World In 2017 - Touchpoints, Devices, Storytelling and Experience**  
**Moore's Law, Exponential Change, and the World of Martech**  
**The Four Commandments of Digital Marketing**  
**Listening As A Strategy**  
**Understanding The Buyer's Journey**  
**Overview of keyword research**

## **Session 2:**

**Review Session 1**  
**Keyword Research, Long Tail Keyword Phrases, and Creating a Semantic Core using Ubersuggest, SEMRush, and the Google Keyword Planner Tool.**  
**Preview to Google Analytics, Metrics and Reporting**  
**Creating A Content Marketing System**  
**Listening As A Strategy using SEMRush and SproutSocial**  
**Creating A Content Strategy**

## **Session 3:**

**Recap of Session II**  
**Site Design - Mobile and Desktop including Schema, Landing Pages, Security, <H> tags, URLs, Page Titles, CTAs (calls to action), Audit, Meta Description, ALT Tags, Robots.txt, XML Sitemaps, Custom 404, Load Time, SSL Secure, W3 Compliance**  
**SEO - An Overview Including MarTech (Marketing Technology Tools)/**  
**Google Webmaster & Search Console**  
**Working With Analytics - From Insight to Action**

## **Session 4:**

**Recap of Session III**  
**Google Analytics**  
**Local SEO**  
**Facebook Marketing & Advertising**

## **Session 5:**

**Recap of Session IV**  
**Twitter Marketing & Advertising**  
**#Hashtag's**  
**Pinterest Marketing & Advertising**  
**G+ Marketing**  
**Instagram Marketing & Advertising**  
**LinkedIn Marketing & Advertising**  
**Buffer: an alternative to SproutSocial**

## **Session 6:**

**Recap of Session I~V**  
**Google AdWords**  
**YouTube Advertising**  
**Email Marketing**  
**Recap of Tools**  
**Creating the DM Strategy That Is Right For You**  
**Awarding of Certificates**