Digital Marketing Communication, Visual & Technical Diploma

Course Outline

Our Digital Marketing Communication and Visual Certificate course encompasses
- SEO
- Podcasting
- YouTube Video Marketing
- Writing for the Web / Blogging
- Facebook for Business
- Pinterest for Business
- Google Ads
- Email Marketing
- Instagram for Business
- WordPress
- Google Re Targeting
- Google Analytics
- Facebook Ads
- Creating Video on Mobile

It demonstrates how to promote your company's brand, increase sales, drive traffic to a site and engage with customers.

The CPD Certification Service

LEVEL:

- Introduction

DURATION:

- 8 Days

COURSE TIMES:

- 09:30 - 16:30

BIGROCK SUPPORT:

- 12 Months Support

- Video Support via YouTube

- Email and Tel Support

- Live Support via Teamviewer

Course Sections

Day 1 – Search Engine Optimisation (SEO)

Discover what SEO is and how to use it to increase website visibility to search engines, attracting the right traffic to the right webpages. Gain those vital citations and learn how to develop a strategy to attract users to your site.

Day 2 – Podcasting (am)

Podcasting can be a cost-effective way to reach an audience, and it has seen renewed interest in recent years. The use of podcasting allows you to get your niche content to the right people. In this BigRockDesigns' course learn how to create a podcast to match your budget, plus learn how to record audio, conduct an interview, and more.

Day 2 – Video Marketing with YouTube (pm)

Learn how to market, view, upload and share videos on YouTube. We will demonstrate how to set up your account, build a following, promote your videos on Facebook and Twitter and provide you with the best techniques to shoot and edit film specifically for a YouTube audience.

Day 3 – Writing for the Web (am)

Develop practical skills for writing for online media, including keeping your content updated, writing at the right level for your audience and avoiding jargon. Thinking like this helps improve the chances that customers will return to your site time and again.

Day 3 – Facebook for Business (pm)

Promote your company's brand, increase sales, engage customers and drive site traffic using Facebook. Social media marketing and the basics of creating a successful online presence are covered.

Day 4 – Pinterest For Business (am)

We explore business ready features such as: Rich Pins, how to set up your business Pinterest account, and how to set up boards and create Pins strategically. We also demonstrate how to create an ad campaign, build an audience, and measure analytics.

Day 4 – Google Ads (pm)

Get the most from your Pay-Per-Click (PPC) spend; choose the best keywords, write great ad copy and measure the effectiveness of your ads on the leading PPC platform. We explain the PPC landscape and demonstrate how to get more clicks, conversions and ultimately more return on your investment.

Day 5 – Email Marketing (am)

Learn how MailChimp, the email marketing platform, can work for you. Learn how to set up a free MailChimp account, add new or existing subscribers and use list segments and groups to target your messaging for different types of audiences

Day 5 – Instagram for Business (pm)

We will demonstrate Instagram promotional techniques, how to gain followers, comments, and likes for your business or personal brand. On course completion you will have the valuable skills that will help you effectively build a strong community of Instagram followers

Day 6 – WordPress

Get the most out of the self-hosted version of WordPress and create feature-rich blogs and websites. We will explain how to get a web host, set up a domain, and download, configure and upload WordPress to your newly hosted site.

Day 7 – Google Retargeting (am)

Learn how to link accounts, create remarketing lists, use remarketing tags, and target custom audiences. understand more advanced solutions such as dynamic remarketing and remarketing lists for search ads.

Day 7 – Google Analytics (am)

In this course you will learn how to use Google Analytics to measure traffic ad performance, ROI and conversions, plus gain insight into how people use your website.

Day 8 – Facebook Ads

Whether your marketing objective is to build awareness, create brand engagement or promote your business locally, this course gives you the techniques to increase sales via social marketing.

Day 8 – Creating Video for Mobile

Get the most out of the self-hosted version of WordPress and create feature-rich blogs and websites. We will explain how to get a web host, set up a domain, and download, configure and upload WordPress to your newly hosted site.

SEO (Search Engine Optimisation)

We cover key areas such as google's search console, pagespeed insights and keyword planner. These tools will help anyone concerned with their SEO performance gauge their site progression. Learn to measure against your competition, and how to make measurable improvements. We will include sections such as link building, pagespeed, and more

Introduction
- Our complete guide to SEO
- Googles latest 2017 ranking factors

Page speed
- Simple way to make your site run faster
- Free service that protects your site and increases site speed
- Techniques to reduce your page load time
- How to monitor your web site speed
- Techniques to get a better site

Mobile-friendly websites
- How to make your site mobile-friendly
- Make your mobile pages load faster
- Themes that make your site mobile-friendly
- Must know page speed checklist

Data & analystic
- How to setup google webmaster tools (search console)
- Help google finds your pages with a sitemap
- Setting up analytics and linking it to search console
- Bing's free SEO tools: the other 30% of search

Web page optimization
- Hyphens vs. Underscores, which should I use
- Dashes on default
- 12 Things you need to include in every post
- Make click-through rate soar
- Post settings and how they affect SEO
- How to tailor your posts to Google and your readers
- Increase the amount of time people spend on your site & search ranking position
- Sites you can use to check your links
- Programs to quickly audit your site and improve your visitor's experience
- Website analysis checklist

Content & keywords
- introduction to keyword planning

- Free websites that will create keyword ideas
- Methods to find great keyword
- Google's keyword planner
- Bings keyword planner
- The right keywords for your Videos
- A free program to find all sorts of post ideas
- Search terms and pages are getting visitors

Long-tail keywords
- The best program for finding long-tail keywords
- The easiest way to rank for conversational & long-tail keywords
- 4 Programs that will come up with post ideas

Rank checking & organizing your post ideas
- How to check your competitor's keyword rankings anywhere in the world
- Take your visitors from casual readers to loyal customers: the art of SEO
- Keyword analysis checklist

Backlinks
- Link building opportunities: an intro
- The new link building: page rank no more

High SEO visible back-links
- How to get your links onto the 1st page for extremely competitive keywords...
- The secret to links in the New York Times, the associated press and USA today
- Other way to get valuable links from news domains
- Get high authority links with these simple Google searches

Obtaining Hi quality backlinks
- Toolbar with great SEO and link building features
- An amazing link prospecting service
- Legitimate, trusted directories for any site
- The most shared type of content
- Ways to find link opportunities right now
- Link building checklist

Social media
- Why only 4 social media platforms matter for SEO

Summary

Podcasting for Business

Podcasting makes it easy to connect niche content with targeted audiences.
There has been a resurgence in both interest and opportunity in this costeffective
ways to extend the reach of a publisher or broadcaster. Learn how to create a podcast to match any budget, using proven
techniques that get listeners and results. Learn how to set up a small studio;
record audio, video, and even group video chats and more.

1. What Is Podcasting?

- A working definition of podcasting
- The role of the RSS feed
- Examining an RSS feed Examining an RSS feed
- The benefits of podcasting
- Podcasting trends
- Key podcasting terms

2. Preproduction Strategies for Podcasting

- Mapping your production
- Leveraging existing content
- Discovering your competition and collaborators
- Analyzing your competition
- Maximizing your podcast's budget
- Costs associated with delivering podcasts
- Outlining a show
- Advice on content

3. Determining a Production Approach for Your Podcast

- The benefits of audio podcasting
- The drawbacks of audio podcasting
- The benefits of video podcasting
- The drawbacks of video podcasting
- The benefits of screencasting
- The drawbacks of screencasting

4. Setting Up a Studio for Podcasting

- Selecting a microphone for podcasting
- Monitoring your recording
- Isolating and reinforcing audio for cleaner recordings
- Field recording equipment
- Recording software options

5. Podcasting Techniques

- Interview techniques
- Recording an interview with Skype
- Recording a screencast on a Mac
- Recording a screencast on a PC
- Recording a panel discussion with Google Hangouts

6. Editing a Podcast

- Editing software options
- Importing an audio podcast with Adobe Audition
- Editing an audio podcast with Adobe Audition
- Finalizing an audio podcast with Adobe Audition
- Exporting an audio podcast with Adobe Audition
- Advice for editing video podcasts
- Keeping your runtimes down

7. Compressing Podcast Files for Delivery

- The need for compression and essential terminology
- Choosing the right compression software
- Creating audio podcast files
- Creating video podcast files
- Testing your files before upload

8. Hosting Podcast Files

- Requirements for hosting podcast files
- Choosing a podcast host
- An overview of really simple syndication
- Creating show art
- Concept show art specs
- Testing the podcast feed

9. Delivering the Podcast

- Optimizing your feed with FeedBurner
- Registering the podcast feed
- Promoting your podcast
- Branding your podcast

10. Conclusion

Youtube Video Marketing

Throughout the course, we share essential strategies for channel creation and marketing. We explain how to design artwork for your channel and give tips for using YouTube cards and captions. We also dives into building a YouTube community, organising your channel in Creator Studio and live streaming

1. Introduction to YouTube

- What is a brand account?
- The benefits and drawbacks of setting up a channel
- Relevant YouTube trends
- An overview of the Creator Studio

2. What is Google IDs

- The role of a Google ID
- The Google+ connection
- Managing multiple channels
- Connecting other social networks

3. Starting a YouTube Channel

- Channel creation essentials
- Required artwork
- Updating the About tab
- Adjusting discussion and subscription preferences
- Uploading a channel trailer

4. Building Channel Artwork

- Designing a channel icons
- Designing a channel art (banner)
- Designing a watermark

5. Uploading your First Video

- Supported file formats
- Select a video's privacy setting
- Populating a video's basic information
- Importance of a custom video thumbnail

Advanced settings for a video

- SEO tips to help a video's discovery
- Batch uploading videos to YouTube
- Re-uploading videos limitations
- Using the video manager to modify a video
- A brief overview of the YouTube terms of service

6. Implementing Playlists, Sections, and Navigation

- Creating a playlist on YouTube
- Managing YouTube playlists
- Adding sections to your channel
- Editing channel navigation

7. Using YouTube Cards and Captions

- Using cards to modify a movie
- Controlling automatic captions
- Uploading custom captions

8. Building a YouTube Community

- Enable community settings
- Modifying channel settings for promotion
- Promotion strategies for a YouTube channel
- Interacting with your community

9. The Creator Studio

- Using and customizing the dashboard
- Adjusting multiple videos in the video manager
- Essential channel controls
- Switching interfaces in Creator Studio

10. How to LiveStream

- Choosing a live stream type
- Restrictions on live streaming
- Going live with live events Going live with live events
- Streaming live on demand Streaming live on demand

11. Summary

Writing for the Web

Users read differently online: they scan. They're trying to find information quickly. Writing with this goal in mind makes a website more appealing, and makes customers more likely to visit more often and buy products and services. In our course we demonstrate practical techniques for writing successfully on the web, including front-loading content, writing at the right age level, avoiding jargon, and keeping content up to date.

1. Write for Fast Reading

- People scan; they don't read
- Challenge: Editing text
- Solution: Editing text

2. Reading Age and Tone

- Write for an 8th-grade audience
- Formal text is harder to read
- Challenge: Calculate the reading level of a piece of text
- Solution: Calculate the reading level of a piece of text

3. Don't Tease: What's in It for Me?

- Create information-rich signposts
- Answer readers' unasked questions
- Challenge: Creating signposts
- Solution: Creating signposts

4. Front-Load Your Content

- Readers lose interest quickly
- Challenge: Reorganizing text
- Solution: Reorganizing text
- 5. Remove the Sales Pitch
- Marketing speak and jargon turn people off
- Industry-specific words
- Challenge: Rewriting to remove hyperbole
- Solution: Rewriting to remove hyperbole

6. Provide Detailed Information and Useful Images

- People look for supporting evidence
- People respect authoritative sources
- Stock images are a waste of space
- Challenge: Linking to outside information to enhance your content
- Solution: Linking to outside information to enhance your content

7. Actively Manage the Information You Publish

- Readers are wary of dated content
- Challenge: Setting suitable expiration dates for your content
- Solution: Setting suitable expiration dates for your content

Facebook for Business

We will demonstrate how to build your company profile in a way that promotes your brand. We will provide tips to craft and post interesting content, and identify winning strategies for building and maintaining your Facebook community.

Introduction

- Setting objectives and defining a strategy
- Optimising your Facebook account
- Identifying your target market
- Creating engaging content
- Getting Insights to what's working

Facebook for business

- Deciding to put your business on Facebook
- The core elements of Facebook
- How people interact with businesses

Building your Page

- What is a Facebook page?
- Setting up your first page
- Adding your business information
- Adding a logo and cover image
- Exploring your page settings

Building your audience

- Inviting friends to like your page
- Importing contacts to invite
- Sharing your page on the web

Activating your audience

- Types of Facebook posts
- Creating a basic post
- Adding photos and videos to your posts
- Pinning and embedding posts
- Scheduling and targeting posts
- Editing or deleting posts
- Best practices for posts

Interacting with your audience

- Looking at how comments work
- Responding directly to customers
- Moderating comments
- Moderating users

Promoting your business on Facebook

- Exploring paid promotion options
- Creating a boosted post
- Creating a local awareness advertisement

- Creating an event advertisement
- Managing active advertisements
- Promoting your website with Facebook

Understanding Insights

- What are Facebook Insights?
- Reviewing your information
- Understanding your audience through Insights
- Exporting your Insights data

Finding content

- Using the web to find great content
- Finding interesting people to follow for your business
- Using other sources of information

Creating Facebook competitions

- Using competitions to build your business
- Sweepstakes vs. Contests
- Competition rules

Creating graphic designs

- Creating great visuals
- Using your logo to promote your business
- Determining graphics for Facebook posts

Social Media and Email Marketing

- Encouraging sign ups for mailing lists
- Using your subscriber lists on social media
- Summary

Summary

Pinterest for Business

In this BigRockDesigns course, learn how to use Pinterest to interactwith your viewersWe explain how to add Pinterest to your social mediamarketing strategy, and the best practices for promoting pins and measuringyour resultsWe explore business ready features such as: Rich Pins, how toset up your business Pinterest account, and how to set up boards and createPins strategicallyWe also demonstrate how to create an ad campaign, buildan audience, and measure analytics.

Introduction

- How Pinterest works

Pinterest for Business Features

- Educational materials and platform
- Pinterest Analytics
- Rich Pins

Setting Up Your Business

- Create a powerful profile page
- Set up and organize brand boards
- Add Pinterest to your website

Define your Pinterest Marketing Goals

- Set up boards strategically
- Create Pins strategically
- Build engagement into your strategy

Advanced Pinterest Marketing Techniques

- Create a Pinterest contest
- Implementing SEO for Pinterest

Using Pinterest Ads and Promoted Pins

- Your first ad campaign
- Track and Measure conversions
- Create an audience

Conclusion

Google Ads

Get the most value from your pay-per-click (PPC) spend. Learn how to choose the best keywords, write great ad copy and measure the effectiveness of your ads on the leading PPC platform. This BigRockDesigns' course explains the PPC landscape and shows how to use Ads to get more clicks, conversions and ultimately more return on your investment in search advertising. This course explains the best practices for setting up your account and offers advice on keyword research, bidding strategies, the Quality Score, conversion tracking and campaign optimization.

Getting to Know Ads

- Dissecting online advertising
- Understanding pay-per-click advertising
- Understanding Ads ad types
- Understanding where ads show up

Getting Started

- Creating your account
- Exploring the Ads account structure
- Organizing campaigns and ad groups
- Learning the interface

Researching Keywords

- Understanding keyword match types
- Using negative keywords
- Evaluating a keyword
- Using the Keyword Planner tool

Creating Your First Search Campaign

- Creating a new campaign
- Targeting locations and languages
- Setting your bidding strategy and budget
- Setting your delivery and advanced settings
- Using ad extensions

Creating Your First Ad Group

- Writing effective text ads
- Creating a new ad group
- Working with additional ad groups
- Using bid adjustments

Understanding Quality Score

- Understanding the Ads auction
- Understanding Quality Score
- Identifying Quality Score issues

Tracking Ad Performance

- Defining conversions
- Installing Conversion Tracking code
- Linking Google Analytics to Ads
- Measuring return on investment (ROI)

Using Display Ads in Remarketing Campaigns

- Understanding remarketing in Ads
- Creating a remarketing list
- Using display formats
- Creating a remarketing campaign

Leveraging Video Advertising

- Understanding video ads
- Using YouTube TrueView formats
- Creating a video campaign
- Reading video campaign reports

Summary

Email Marketing

In this Bigrockdesigns course we demonstrate strategies for building a quality list of subscribers and maintaining a company's brand and reputation by complying with spam laws, creating valuable email content, and ensuring emails are branded consistently. We also cover crafting marketing emails from format and design to content and analysing the effectiveness of email campaigns.

Email Marketing Basics

Using email in your marketing mix

- Getting the job done
- Becoming an appreciated email sender

Building an Email List

- Asking for permission
- Collecting information
- Offering incentives to increase sign-ups

Designing an Effective Marketing Email

- Deciding on a format
- Branding consistently
- Creating a layout

Making Your Email Content Valuable

- Including links
- Creating valuable information
- Sending valuable offers
- Writing an effective call to action

Creating Effective "From" Addresses and Subject Lines

- Setting up the "From" address
- Writing effective subject lines

Combining Email with Social Media and Mobile Devices

- Adding social features
- Creating a mobile-friendly design
- Including a mobile call to action

Maximizing Your Email Campaign Results

- Managing bounced and blocked email
- Avoiding getting caught by filters
- Evaluating click-through data
- Tracking non-click responses
- Automating your email marketing

Getting Started with MailChimp

Introducing MailChimp

- Setting up your free account

- Setting up a subscriber list
- Importing subscribers into a list
- Integrating with social media

Creating and Sending Campaigns

- Adding secondary users
- Working with templates
- Creating your first campaign, part one
- Creating your first campaign, part two
- Reviewing your campaign results

Working with Sign-Up Forms

- Creating sign-up forms
- Customizing messages for new subscribers
- Add sign-up form to website
- Reviewing list statistics

Working with Subscriber Lists

- Using MailChimp apps
- Using list segments
- Using groups
- Importing and exporting your subscriber list

Engaging Your Subscribers

- Creative ways to grow your subscriber list
- Engaging top subscribers
- Improving click and open rates

MailChimp Paid Account Features

- Upgrade for auto-responders
- Running In-box Inspections

Summary

Instagram for Business

We will demonstrate Instagram promotional techniques, how to gain followers, comments, and likes for your business or personal brand.
On course completion you will have the valuable skills that will help you effectively build a strong community of Instagram followers

Introduction

- What to expect from this course

Why should you be using Instagram

- Types of Instagram users

- Finding Your Audience

Creating your Instagram brand

- Creating the best marketing strategy

- Marketing Strategy Check List

- Things Not To Do On Instagram

Building Your Accounts Foundation

- Creating Your Instagram Theme

- Specific accounts and Key points to keep in mind

- How to capture an email address without having a website or landing page

Content creation

- Create the best picture

- Best time to post for optimal engagement

- Using Latergramme To Post

- Content ideas you can use right now!

Attracting the right followers

- Optimize your bio and link and how to use hashtags

- Building relationships with your followers

- Increase your following with shoutouts

Converting your leads into sales

- Run exclusive Instagram contests

- Offer limited Instagram content

Analyze Your Results

- How to use Iconosquare to measure your results

Summary

WordPress Web Design

The course will explore the tools in WordPress, demonstrating how to set up your profile and create content to share with your web audience. The course also includes sections on everything from adding images, video, formatting and links that make posts pop, to installing plug-ins, creating custom themes and attracting readers with permalinks, social sharing and more.

Getting to Know WordPress

- What is WordPress?
- Exploring the difference between cloud hosting and self-hosting
- Using your own asset files

Getting Started with WordPress Self-Hosting

- Getting the necessary info from your host
- Downloading WordPress
- Uploading WordPress to your host
- Installing WordPress with the 5-Minute Install
- Installing WordPress manually

Starting WordPress for the First Time

- Setting up WordPress
- Using the WordPress toolbar
- Testing your WordPress site
- Placing WordPress into its own directory

Setting Up Your User Profile

- Editing your profile
- Creating profile images with Gravatar
- Configuring site settings

Creating Posts

- Creating a new post
- Creating and managing links
- Adding images
- Adding an image gallery
- Managing post categories and tags
- Publishing a post

Creating Pages

- Creating a basic page
- Organizing page hierarchy
- Using page templates
- Creating a static front page

Managing Images, Video, and Other Media

- Managing media from the Admin panel

Extending WordPress Functionality with Plug-ins

- Installing plug-ins

- Ten must-have plug-ins for all WordPress sites
- Creating a contact page with a contact form
- Troubleshooting when a plug-in crashes a site

Working with Themes

- Installing new themes from the Internet
- Configuring themes
- Best practices for working with themes

WordPress behind the Scenes

- Accessing the wp-content folder
- Manually installing themes and plug-ins
- What to do when your site crashes
- Using the Showcase page template
- Customizing the Showcase widgets
- Using post formats

The Appearance Tab

- Using widgets
- Using Jetpack widgets
- Creating custom widgets using the Text Widget
- Creating custom menus

WordPress Settings

- Managing site users
- Managing comments
- Using Disqus to handle comments and avoid spam

Exporting and Importing WordPress Content

- Importing and exporting content from WordPress

WordPress Site Maintenance and Security

- Backing up a WordPress site
- Restoring a site from a crash
- Keeping WordPress up to date

Getting Readers

- Creating user-friendly permalinks
- Enabling easy sharing through AddThis
- Best practices for writing content to get more readers

Taking Wordpress to the next level

- WordPress sites are not just plain old blogs
- Creating child themes with WordPress
- Creating portfolio sites with WordPress

Summary

Google Retarteting

People who have visited your website have already demonstrated an interest in your product or service—even if they haven't made a purchase. By retargeting these visitors with carefully positioned ads, you can exponentially increase your conversion rates. Google refers to this process as remarketing. learn about more advanced solutions such as dynamic remarketing and remarketing lists for search ads. Learn best practices and tips for optimizing your efforts, increasing ROI, and creating more efficient campaigns.

Remarketing with Google

- Introducing remarketing
- Building remarketing lists with Google AdWords vs. Google Analytics
- Types of remarketing available with Google
- How re-engagement can increase ROI

Getting Set Up

- Linking AdWords with Analytics
- Remarketing tags explained

Remarketing with Google

- Basic campaign setup in AdWords
- Remarketing lists and rules
- Advanced campaign setup in Google Analytics
- Switching between Analytics and AdWords
- Setting up dynamic remarketing for ecommerce
- Updating tags and specifying custom dimensions
- Creating audiences for dynamic remarketing
- ttributes for dynamic remarketing
- Creating a dynamic remarketing campaign
- Setting up a dynamic remarketing
- Setting up your RLSA campaign

Budget and ROI Tips

- Deciding on a remarketing budget
- Campaign monitoring
- Seeding your initial remarketing list
- Funnel-based segmentation vs. profile-based targeting

B2B Remarketing Campaigns

- Differences between B2B and B2C remarketing
- Seeding an AdWords remarketing list with a LinkedIn campaign

Conclusion

Google Analytics

Google Analytics is the standard for web analytics and provides the means to track, analyze and report on site visits, marketing goals and ad revenue generated from your site. In this course we will demonstrate how to use Google Analytics to measure traffic ad performance, ROI and conversions, plus understand how people use your website. This course covers functionality, from account creation to reporting fundamentals, and explains how to read insights from the vast array of data available

What Is Web Analytics?

- Pitfalls of hit counting and turning data into information
- Digital analytics: A tool and a processext

Google Analytics Fundamentals

- How does Google Analytics work?
- Setting up a Google Analytics account
- Installing Google Analytics tracking code on a site
- Google Analytics Report Fundamentals

Understanding accounts and profile administration

- Navigating the reports and the Data Over Time chart
- Selecting and comparing date ranges
- Using annotations to make notes in Analytics data

Detailed Reports

- Navigating data with site usage, goals, and ecommerce metrics
- Sorting data with inline and advanced filters
- Intro to Segmentation

Visitor and Audience Reports

- Understanding who is visiting a site
- Analyzing location and geographic data
- Using language identification to segment users
- Differentiating new users and returning users

Advertising Reports

- Linking an AdWords account to Google Analytics
- Identifying campaigns and segmentation options
- Using keyword reports

Traffic Sources and Channel Reports

- Understanding where site visitors come from
- Analyzing the All Traffic Sources report
- Identifying users who were referred to your site
- Social media traffic sources

Behavior and Content Reports

- Analyzing top content by metrics
- Sorting top content according to page title
- Understanding when to use Content Drilldown
- Exploring Behavior Flow and landing pages
- Configuring Site Search

Conversions

- Understanding the Goal reports
- Configuring goals
- Identifying value through ecommerce reports
- Visualizing funnels with Goal Flow

Summary

Facebook Ads

In this BigRockDesigns course, you will learn facebook Ads marketing from You will be able to optimize your facebook ads for increased conversions and decreased costs. You will be able to create and make use of many types of facebook ad. Learn to grow your facebook page likes and post engagement. Learn to find new customers that will drive your brand to new heights via social marketing.

Create an optimized facebook page

- Create a facebook page
- How to create a facebook page in seconds
- How to use google keyword planner
- How to use keywords in your facebook page description
- Optimize your facebook page images
- What makes your facebook page awesome
- The 15 best facebook pages
- What apps to install on your facebook page
- Optimize facebook page settings
- Top 5 seo tips for your facebook page

Facebook ads mastery

Create a facebook ad

- Types of facebook ads
- Elements of the perfect facebook ad
- Facebook advanced search tool
- Advanced facebook people search
- Facebook ad targeting
- A/b split testing
- Split testing in facebook conversion ads
- Split test images with carousel ads
- Create a custom audience on facebook ads
- Create a lookalike audience on facebook ads
- The best lookalike & saved audience tips
- How to steal fans from your competitor
- Facebook pixels 101
- Facebook pixel implementation guide
- How to convert to the new 2016 facebook pixel

Types of facebook ads - in depth analysis

- Lead ads
- Use the facebook pixel for remarketing/retargeting ads
- Retargeting facebook ads
- Dynamic ads - great for ecommerce!
- Dynamic ads - product csv feed template.Csv

- Instagram ads on facebook!
- Track facebook app installs from facebook ads

Facebook reporting

- What is a relevance score?
- Update facebook ads manager - reporting integrated
- Facebook reporting

Social media marketing

- Why is social media marketing important?
- What content should i share?
- How to get backlinks and improve seo
- Social media management tools

Facebook for your local businesses

- Local business ads on facebook
- Which ads should i use

Facebook engagement

- Facebook engagement
- Tips for engagement on facebook!
- Posting calendar - planning is your key to success

Facebook insights

- Learn the power of facebook insights
- Audience optimization in facebook posts

Resources and powerpoints

- Section 1: intro to facebook marketing
- Section 2: create an optimized facebook page
- Section 3: facebook ads
- Section 4: facebook reporting
- Section 5: social media marketing
- Social media course by buffer

Facebook power editor

- What is facebook power explained
- Benefits of using the editor!

Summary

Creating Video for Mobile

In this course we take you through the ins and outs of writing, producing, and shooting an online video. Review some of the fundamentals of online video advertising, including the different types and styles of video ads, and learn how to effectively prepare for production. We offer on-set tips for capturing great material, from choosing the right equipment to lighting your subjects. The techniques shown utilize professional camera, lighting, and sound equipment. By the end of the course, you'll know how to plan and execute a professional production for an online video ad to meet your style.

Video Marketing Basics

- Video Equipment for Beginners
- Tools to Help Make Your Videos Look Pro

Structure a Video that Sells

- Video Production Bootcamp Intro
- You Need These Things to Make a Great Video
- Create the RIGHT Video for Your Brand
- Come Up with a GREAT Video Idea

Plan Your Video

- Intro to Equipment
- Camera Options
- Recommended Cameras.pdf

Microphone Options

- Recommended Audio Equipment.pdf

Lighting Options

- Recommended Lights.pdf

Editing Tools

- Recommended-Editing-Equipment.pdf
- Exposing Your Shot
- Compose Your Shot

Filming Yourself

- Getting the Right Shot
- Choose a Background
- Shooting with a Smartphone
- Choosing the Right Microphone
- Record Better Audio in Any Environment
- Basic Video Lighting: 3-Point Setup

Summary

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