

AMEM17 E-MARKETING SPECIALIZATION

UNIT-1 IDENTIFYING, ATTRACTING, AND GROWING YOUR DIGITAL AUDIENCE

- 1.1 Identifying, Attracting, and Growing Your Digital Audience. In this course, we will begin with a brief introduction to digital marketing and how a brand's identity is closely linked to its digital presence.
- 1.2 We will explore strategies to identify, grow, and maintain an online audience to help achieve your marketing goals.
- 1.3 You are highly encouraged to use this course experience to begin building a digital marketing plan for your current or future business.
- 1.4 The activities in this course are all designed to guide you through different sections of a digital marketing plan.
- 1.5 Our learning goals for this course are to: - Recognize the current landscape of the digital business environment. - Develop an audience persona based on a target audience.
- 1.6 Identify strategies to define, attract, and engage your audience online.
- 1.7 Review an e-commerce experience and discuss how to improve customer experience.
- 1.8 Compare social networks and develop a social media strategy designed to meet your marketing goals and objectives.

UNIT-2 STRATEGIES FOR CONVERTING AND RETAINING CUSTOMERS ONLINE

- 2.1 Strategies for Converting and Retaining Customers Online.
- 2.2 In this course, we will begin with an introduction to Search Engine Marketing.
- 2.3 We will then explore elements of an effective marketing campaign, landing pages, and strategies for converting and retaining your customer base.
- 2.4 You are highly encouraged to use this course experience to begin building a digital marketing plan for your current or future business.
- 2.5 The activities in this course are all designed to guide you through different sections of a digital marketing plan.
- 2.6 Our learning goals for this course are to: - Explore how to leverage keywords and search engine marketing in your ad campaigns
- 2.7 Develop a sample pay per click (PPC) ad campaign that aligns with your marketing goals
- 2.8 Analyze a landing page and identify successful and unsuccessful elements
- 2.9 Recognize how to apply calls-to-action to increase customer conversion
- 2.10 Identify tactics of customer conversion and retention to add to your digital marketing plan

UNIT-3 MOBILE MARKETING, OPTIMIZATION TACTICS, AND ANALYTICS

- 3.1 Mobile Marketing Optimization Tactics, and Analytics. Our final course will start with an introduction to mobile marketing.
- 3.2 The remaining modules will provide you with the knowledge needed to increase sales, boost engagement, and interpret website analytics.
- 3.3 This course will culminate in a peer-reviewed activity, in which you will have the opportunity to apply all the skills you have learned throughout the previous courses in this series.

- 3.4 You are highly encouraged to use this course experience to begin building a digital marketing plan for your current or future business.
- 3.5 The activities in this course are all designed to guide you through different sections of a digital marketing plan.
- 3.6 Our learning goals for this course are to: - Identify the elements of a mobile marketing strategy and examine the various considerations associated with choosing a mobile platform
- 3.7 Explore the various methods to enhance a mobile experience
- 3.8 Analyze and optimize marketing efforts to improve business outcomes
- 3.9 Develop a digital marketing plan designed to meet your goals and objectives

References Books:

1. Stephane Muller, University of California, Irvine.

