BELIEVING IN AUTHENTIC LEARNING

Training Program

PRACTICAL DIGITAL MARKETING

PACE | PACE Institute of Management



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PRACTICAL DIGITAL MARKETING

In today's digital era, establishing a business's online presence is a must. Therefore, capturing and applying Digital Marketing is an important task of businesses of all sizes and even online business people.

If implemented correctly, Digital Marketing can help bring two outstanding benefits to businesses, which are: Driving Sales and Building Brand Awareness.

Therefore, PACE School of Marketing Management (an affiliated school of PACE Institute of Management) has designed and implemented the program **"Practical Digital Marketing"** to help participants quickly understand the nature of Marketing and know how to master the practical tools of Digital Marketing in just 6 sessions.



TARGET PARTICIPANTS

- Marketing and Sales people at all levels of businesses;
- Small and medium business owners who want to understand and implement Digital Marketing;
- People who are doing business, selling online, or those who want to learn about Digital Marketing activities in practice.

PROGRAM OBJECTIVES

After successfully completing this program, participants will be able to:

- Understand the fundamental principles of Digital Marketing;
- Understand the essence of Marketing and content strategy;
- Master the practical tools of Digital Marketing.

PROGRAM CONTENT

I. Overview - Traditional Marketing & Digital Marketing

- Traditional Marketing
- Digital Marketing
- Digital Marketing Strategy

Group activity: Case Studies

II. Social Media Marketing

- Social Media Marketing
- Applying AI in Social Media Marketing

Walkthrough: Creating a Facebook Ads

III. Paid Search and Display Advertising

- Search Ads & Display Ads
- Search Engine Optimization (SEO)
- Applying AI in Google Ads

Walkthrough: Creating a Google Ads

IV. Website Optimization and eCommerce

- Website Optimization
- Lead Page
- Portfolio Page
- E-commerce

Walkthrough: Creating a WordPress CMS

V. Content Marketing

- Content Marketing
- Email Marketing
- Creating Digital Communication Content

VI. Building a Comprehensive Digital Marketing Strategy

- Review of Key Points
- Group Case Study Presentation
- Dissect & Debrief

DURATION & TUITION

- Duration: The total duration of the program is **06 sessions** (equivalent to 18 hours). You can choose to study in the evening, weekdays or weekends. Please see the detailed schedule of upcoming courses on PACE's website: www.PACE.edu.vn.
- Tuition: For the official fee and preferential policy for early fee transfer or group registration, please see details on PACE's website www.PACE.edu.vn or contact PACE's Training Consulting and Training Department.

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