

Digital Marketing Certificate

In this New York State-licensed certification program, learn the fundamentals of digital marketing strategy as you complete real-world exercises in SEO, Google Analytics, Google Ads, and Social Media Marketing.

Group classes in NYC and onsite training is available for this course. For more information, email contact@nyimtraining.com or visit: <https://training-nyc.com/certificates/digital-marketing>



contact@nyimtraining.com • [\(212\) 658-1918](tel:(212)658-1918)

Course Outline

This package includes these courses

- Digital Marketing Strategies Bootcamp (12 Hours)
- SEO Bootcamp (12 Hours)
- Google Ads Bootcamp (12 Hours)
- Google Analytics Bootcamp (12 Hours)
- Email Marketing Bootcamp (6 Hours)
- Instagram Marketing (12 Hours)
- LinkedIn Marketing (6 Hours)
- Facebook Marketing (12 Hours)
- YouTube Marketing (6 Hours)
- TikTok Marketing (6 Hours)
- Social Media Content Marketing: Blogs & Twitter (6 Hours)

Digital Marketing Strategies Bootcamp

Learn the strategies and skills needed to succeed online. The course covers how to develop a digital marketing strategy, fundamentals required for increasing conversions, email marketing strategies, and more.

SEO Bootcamp

Gain insights into Search Engine Optimization (SEO) and competitive keyword analysis while developing a strategy that will launch your website all the way to the top.

Google Ads Bootcamp

This two-day training is a comprehensive exploration of Google Ads (formerly Google AdWords). Learn how to develop and

manage a successful campaign, generate leads and sales, track conversions, and more.

Google Analytics Bootcamp

This two-day workshop is a comprehensive look at Google Analytics and its many applications. Learn how to set up an account, understand what you should be tracking, how to interpret Google Analytics reports and data, and more!

Email Marketing Bootcamp

- Find out about the different types of emails & how to create them
- Optimize open rates & click through rates with A/B testing
- Build an email marketing strategy that works for you

Instagram Marketing

- Develop digital marketing strategies for Instagram
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

LinkedIn Marketing

- Develop business-based social media strategies
- Use LinkedIn for prospecting and promoting your business
- Learn how to advertise and track analytics

Facebook Marketing

- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and Facebook Pixels to ensure that you earn a high return on your advertising budget

YouTube Marketing

- How to identify and engage your target audience
- Building a following on YouTube
- Ad creation and optimization

TikTok Marketing

- How to identify and engage your target audience
- Monitoring TikTok trends and topics
- Techniques for creating content

Social Media Content Marketing: Blogs & Twitter

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience

- Master Twitter marketing