

**Only  
£349.00\***  
+ VAT

# Digital Drive - Fundamentals Of Digital Marketing.

*Our Expert Marketing training has been designed by 'real' world marketing specialists with over 15 years experience.*

## We show you the...

- ✓ **best industry practice**
- ✓ **quick wins**
- ✓ **expert tips and tricks**
- ✓ **review of software tools.**



**Our courses are hosted  
in various locations  
across the UK  
in the most up to  
date training facilities.**



Empowers you with the  
fundamentals of  
digital marketing.



**This is an excellent but  
intensive day where you  
will be learning from  
9.00 until 17.00.**



With a group no bigger than  
15 you will learn in an  
interactive and engaging way.

*Start at 09.30*

Intro - up to speed including terminology used  
Introduction to GoogleAdwords/Bing /PPC  
Keyword Strategy, structure and optimisation  
Keyword research tools

*Break 11.00*

Copywriting for great results  
Quality score and improvements  
Auto and Manual Bid Management  
Match Types

Negative Keywords  
The Display Networks

*Lunch 13.00 - 14.00*

Search Engine Optimisation Fundamentals  
Onpage Optimisation  
Offpage Backlinks, Ratings and other factors

What is Social Media

Platform management hints & tips  
Strategy and goals

*Break 15.15*

Quick wins and avoiding the mistakes  
Popular Social platforms  
Analytics and what to look for  
Your first posts  
Summary and Close

\* This course will bring upto speed with the latest in Digital Marketing to an intermediate level including -  
Paid Search - Adwords Google / Bing / Yahoo, Organic Search Optimisation, Google Analytics, Social Media Marketing.

DWWWorld Ltd, The Old Bank, 1 Church Road, HOVE, East Sussex, BN3 2HA  
Phone: +44 (0)1273 855995 [enquiries@digitalwebworld.co.uk](mailto:enquiries@digitalwebworld.co.uk)  
[www.dwworld.co.uk/training](http://www.dwworld.co.uk/training)

VAT Registered Company in England and Wales. Company Number - 07015517  
© Digital Drive Fundamentals is a brand name of Digital Web World all rights reserved.

