

## Business and Marketing Skillsets Course Outlines

### Business Skillsets

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### Marketing Skillset Certifications

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## Business Skillsets

### 1. Budgeting Basics

Estimated course length: (1.1 hours)

If you are like most people, you probably have things that you want to do in life. These things might include travelling, buying a house or getting a new car. What is the one thing these goals have in common? They all cost money. So, in order to meet your goals, you must take some time to budget your finances and save.

This course gives you a full overview of budgeting basics. We start with a module about what a budget is and we give you a step by step guide on how to create a budget that you can stick to. The second module goes even further into the basics of having a budget and it gives you information on how to create a budget that is powerful and foolproof.

The principles of setting up a budget can be applied to your workplace.

#### Learning Outcomes

- Why it is important to have a budget
- All of the necessary steps that you need to take to create the perfect budget based on your income
- How to apply all of your various expenses to your budget, making sure you don't forget anything
- How to make sure all of the information that you place into your budget is accurate and true
- How to make realistic financial goals

### 2. Business Letter Writing

(0.75 hours)

Learning about business letter writing is essential for anybody looking to communicate professionally and effectively in a business environment. This is true whether you're looking to capture the attention of a potential employer or trying to improve your current communication skills within your company.

This course provides a comprehensive guide to effective business letter writing by teaching you the correct tone, voice and grammar to use when compiling your letter.

From how to be specific and remain focused, to tips and practical examples of formal business letters, as well as application and cover letters, this course covers everything you need to know regarding writing the most professional business letters possible.

### Learning Outcomes

- How to use the correct tone and voice in your letter
- The most effective grammatical tools for business letter writing
- How to remain focused and specific in your writing
- The correct structure of formal business letters, as well as application and cover letters

## **3. Business Plan Writing**

(4 hours)

No business can be successful without a reliable and well-structured business plan. Writing out a business plan forces you to review your entire business, investigate every important aspect and think about how to link different facets of your business together. In fact, a business plan is the blueprint for your business and will lend itself to change and evolution as your business grows and thrives. It's an equally useful resource when things go wrong and you need to analyse your business.

Writing a business plan correctly is crucial to the foundation of your business and it's important to be comprehensive, clear and effective. It's equally important to avoid common mistakes and pitfalls that most entrepreneurs make.

### Learning Outcomes

- Why you need a business plan and when you should have one ready
  - The important information that a business plan should include
  - How to identify and reach out to your niche market
  
  - How to choose the best streams of revenue for your business
  - How to develop a strong founding team for your business
  - Understanding SWOT analysis and competition in your business
  - How to include financials in the business plan like revenue, projects, profits, losses etc
  - How to understand the economics surrounding your business and product and determining the correct pricing
  - How to use pricing to calculate your profit margins, breakeven point and so on
  - Determining equity, liability, assets of your business and including a balance sheet
- The course also includes several well-designed exercises to help you practise creating a solid business plan for your product or service.

## **4. Business Report Writing**

(3 hours)

Effective communication – both internally and externally – is arguably one of the most important elements of running a business. Regardless of profession or whether an individual is part of a private or public sector organisation, business documents and reports are often used as a base of many (often large) decisions. To be effective at this will enhance your career.

However, with proper training, the benefits of learning how to write a business report can be invaluable, as it can be vital to how an organisation effectively persuades and influences. While there are many ways of writing a good business report, here are some common guidelines that a good business report writing training course will teach.

### Learning Outcomes

- What business reports are used for and why they are important
- The importance of a business report plan
- How to structure a business report
- How to write a business report
- Common mistakes and what to avoid when writing a business report

## **5. Foundation Business Skills**

(10 hours)

The Foundation in Business Skills course is the perfect choice, if you have staff members who are early on in their career and wish to gain an all-encompassing knowledge of what it takes to run a successful business.

Spread across 16, easy-to-follow modules, students will gain skills in a multitude of business-related areas, including finances, strategies and marketing, giving them the tools that they need, in order to really contribute towards the success of your business.

### Learning Outcomes

- The basics of starting a business – from idea generation and business planning to building a strategy and identifying the target market;
- The financial aspects of a business, including initial set-up costs and financing options, as well as ongoing financial needs and requirements, such as cash flow, forecasting, keeping accounts and budgeting;
- How marketing can benefit a business by attracting and retaining customers; this module also includes useful information regarding social media advertising;
- How to effectively create a brand for your business, to ensure that it is attractive within the marketplace;
- What to consider when employing staff, such as recruitment, training, legal considerations and getting the best from your employees;

- Common business administrative requirements, such as the type of insurance that the business may benefit from, what taxes are required and how to pay them and the importance of keeping abreast of appropriate legal and regulatory issues that affect the business;
- How to effectively use technology in your business, including the importance of a well designed website in attracting customers.

## **6. GDPR in the Workplace**

(2 hours)

The General Data Protection Regulation (GDPR) is a standard relating to privacy.

This regulation protects the personal data of citizens, outlining the ways that businesses are responsible to store, protect and process it.

The goal of this course is to give you a deep understanding of the legislation itself, as well as how it may apply to any business that you work in.

Although the GDPR is implemented officially in the EU & the UK, it is actually a respected regulation all over the world. Not to mention, any international business that deals with the data of EU/UK citizens is still expected to adhere to these regulations.

In this course, you will learn about all the necessary definitions within the GDPR as well as how to properly comply with it.

### **Learning Outcomes**

- About what the GDPR is and how it applies to people and business-owners across the world.
- About when the GDPR was introduced and implemented, as well as what it aims to protect.
- The seven main principles of the GDPR.
- About what each principle governs and how it is monitored by law and regulation.
- About the risks, fines and penalties for non-compliance of the GDPR.

## **7. Making Meetings Matter**

(2.5 hours)

Productive meetings are those that produce some sort of meaningful change – in ideas, behaviours, decisions, or actions. By looking at some key items when planning, preparing for, conducting and concluding meetings, you'll be able to make the most of your meeting time and hold meetings that matter to all.



This course will be looking at how to create meetings that matter using the five P's of productive meetings, it will then go on to discuss planning and preparing for, conducting and concluding meaningful meetings in turn.

### **Learning Outcomes**

- What the five P's of productive meetings are
- How to define the purpose of a meeting
- How to use an agenda to drive an effective meeting
- How to determine meeting participants
- Tips on conducting a meaningful meeting
- How to conclude and follow up effectively

## **8. Project Management Foundation**

(0.75 hours)

Despite the importance of project management, many workplaces do not spend time investing in small-scale project management. Smaller projects are then left without someone in charge, which only invites disorder and chaos. Project management ensures that everything goes smoothly, including the development and delivery of the product to the client.

Effective management can also cut costs and prevent wasted time by focusing on the ultimate goal and taking steps to make it happen. When a team is left without leadership, things can soon become unfocused and disorganised.

This course gives you a solid foundation in project management, focusing on small projects. We go into detail about the general steps you need to take, giving you valuable information, you can use to start managing projects effectively.

### **Learning Outcomes**

- How small projects are different to large-scale ones
- The steps involved in effective small project management
- The best time to set your budget
- How to schedule your project
- The qualities you need to learn for your project to run smoothly

## 9. Strategic Planning – Mission Statement

(0.75 hours)

Mission statements are important aspects of businesses, especially start-ups. They describe many elements of businesses, including why they are in operation. Strategic planning also goes hand in hand with the creation and delivery of mission statements. It guides businesses and their operations in many ways. It can be the link between a business and its success.

### Learning Outcomes

- The definition of strategic planning and mission statements
- What a mission plan or strategic planning entails
- The difference between a strategic plan and a mission statement
- The main components of a mission statement and how to create one
- How to create a mission statement and a strategic plan
- The relationship between a strategic plan and mission statements
- What happens in case a mission statement or strategic plan fails
- The differences between various terms such as mission, vision, strategy, values and a balanced scorecard
- The benefits of strategic planning and writing mission statements

## 10. Writing a Marketing Plan

(2 hours)

Once you have developed a good business plan, you need to have a clear idea of how to market your business to your target audience. With numerous marketing choices available, it can be daunting to choose the marketing strategies that will work best for your business requirement. A solid marketing plan will help ensure that you use your resources wisely (a very important factor, especially if you're just starting out). You will also be able to maximise outreach to your target market.

Regardless of the nature and size of your business, learning how to create a reliable marketing plan for your business can help create a roadmap that helps you achieve your business objectives.

### Learning Outcomes

- How to analyse the target market and understand your customers' behaviours, fears, wants and needs and so on. The situation analysis also covers demographics and psychographics of your niche audience.
- Why a marketing plan is important and how it can help you achieve your business goals
- How to incorporate crucial components like goals, budgets, timelines and resources into your marketing in order to avoid expensive mistakes



- How to develop a relevant branding strategy and differentiate yourself from your competition; how to analyse your competition in the target market
- How to track key performance indicators and develop a sound pricing and discount strategy
- How to use referral marketing to your advantage
- How to create a meaningful products, services and mission statement in your marketing plan
- How to analyse market trends and growth and perform SWOT analysis to position your business better



## Marketing Skillset Certifications

### 11. Adobe Illustrator Level 1

Estimated course length: (2 hours)

Adobe Illustrator is a flexible and user-friendly software that allows you to create attractive designs and images using vector graphics. In addition, it allows you to create small image file sizes - as opposed to other graphics design software, where file sizes are enormous - and print them out in high quality. If you're just starting out, this video course on Adobe Illustrator shows you how to use the tools and introduces different features that you can use, to create magnificent designs.

One of the most useful points is that Adobe Illustrator offers compatibility with other Adobe products and integrates with interfaces, such as Adobe After Effects.

#### Learning Outcomes

- The fundamental differences between Adobe Photoshop and Illustrator, and how each graphic interface works;
  - How to open different types of new files for different requirements;
  - The icons, elements and features on the Illustrator home page, and how to access each one;
  - The features and benefits of using the Pen tool, and how you can use it, to create new designs, by creating pivot points, etc.;
  - Using the Line Segment, Spiral and Grid tools, to build an image;
  - An introduction to shape tools, and how to use them;
  - How to manipulate the Paintbrush and Colour features, to obtain the desired effects, including 3D and gradient effects;
  - How to use the Scale, Rotate, Reflect and Width tools, to create the designs that you want
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- How to use and manipulate layers, to insert different elements into your final design;
  - How to use the Shape Builder and Free Transform tools, to give your image the final touches and fine-tune it.

### 12. Advertising & Marketing Certification Level 2

(15 hours)

This comprehensive course could be the ideal course to help you to learn new skills in the field.

It's simple for students to study at their own pace and around their existing work commitments, as the course is split into 18 concise 30-minute modules, organised by topic.

### Learning Outcomes

- An overview of the differences between advertising and marketing and an in-depth look at different types of marketing strategy and how to tailor strategies to your business;
- An understanding of media planning, including the processes within it and the importance of scheduling;
- How to use market research, in order to benefit the business, by understanding customer needs and how to effectively meet their expectations;
- Tips on how to create great advertising campaigns and effective adverts, including a definition of viral and social media marketing and how to use both to the greatest effect;
- How to purchase advertising space that works for your target market, as well as the different types of advertising space available;
- A summary of laws and regulations relating to advertising in the UK;
- Types of mistakes that can be made when advertising and how to avoid them;
- Tips on how to progress a career in the advertising and marketing field;
- Common advertising abbreviations that are in general use, as well as examples of effective adverts.

## **13. Blog Creation Management**

(15 hours)

If your work relies on social media and website traffic, in order to attract your customers, having the right skill set, to execute a clearly-defined and effective social media strategy is imperative.

Blogging is an increasingly popular and effective mechanism for businesses to communicate with its customers, and this Blog Creation & Management Certification will give you all of the skills and knowledge that you need to get started in this fast-growing area.

### Learning Outcomes

The 10 modules in this course offer the learner a wealth of information regarding blog creation and management. Here are some examples of what they will learn:

- Basics of blogging, including key terms, the history and current uses of blogs and how they can be effective;
- How to set up a blog, such as choosing domain names and hosts, if it is a self-hosted blog, or choosing a blog hosting service;
- Ideas on how to choose blog topics that resonate with the target audience and are interesting, unique and benefit the business;
- Tips on how to produce high quality written and visual material in a blog and the importance of using media;

- Specific information and guidance on using blogs, in order to engage with the customers of your business and further grow the business,
- Making money from blogging, including using advertising or promotions and how to attract customers from blogs to purchase products or services;
- How networking with other bloggers can be beneficial, in order to expand the target audience and help with idea generation;
- Links between blogs and other social media platforms and methods to maximise the exposure to the blog, by engaging with users of other types of social media;
- How to remain protected from online security and safety threats.

## **14. Digital Art Tools for Photoshop**

(2 hours)

Ever wonder why a picture in a magazine looks flawless or how creative an advertising banner looks? While being a professional designer or photographer may have a lot to do with it, the potential to create amazing images is possible for anyone. The key is to learn how to use the right post-production software, such as Adobe Photoshop. The ability to create multi-layers with unique effects and designs allows the designer to add depth and dimension. It is important to understand what Photoshop is used for as it has multiple functions and can be a very useful tool in not just editing photos, but also creating pamphlets, banners, business cards and flyers. This course will teach you about the benefits of such a program and also provides instructions on how to use it for both professional and personal needs.

Throughout the course, you will see 21 different videos. Each video will take you on a step-by-step journey through the basic features of Photoshop. While there are several obvious features, such as the 'Layers' dialogue box, there are additional ways to use each tool to maximise the post effects of a photo.

### **Learning Outcomes**

- How to create a new file and adjust a canvas size that is suitable to project needs
- How to navigate through the software, where to find its tools and understand the layout of the page
- Learn how to identify Photoshop tools and understand their basic functionalities
- Learn how to identify the secondary tools, how to select them and what they are used for
- Learn shortcuts and understand how and when to use them
- How to use the layer option and understand the layer dialogue box
- Learn how to use and apply adjustment layers
- How to add effects and filter to an existing image

## **15. Digital Marketing Certification Level 2**

(15 hours)

In nearly every economic sector, the knowledge of how to market either yourself or your company in a digital format is an invaluable skill. Any major corporation or business that hopes to succeed needs to maintain an online presence; therefore, the need for employees with the knowledge of how to market in this format is more vital than ever.

Through these 10 interesting modules, employees will quickly be able to grasp what it takes to become proficient in this industry. Following the completion of each module, they will be tested on what they have learnt. This will help to solidify the concepts and processes and commit them to memory

### Learning Outcomes

- The basics of digital marketing, such as what it is, how it's used, current trends in the field and why it's important;
- The importance of search engine optimisation (SEO) and search engine marketing (SEM) and how to use them, in order to maximise their online presence
- The best methods of creating and structuring websites, what content is important to include, the different types of websites and how to use a website for marketing purposes;
- The most viable methods of using e-mail for marketing purposes;
- Social media and the common tools and strategies for using this platform, in order to reach more of their clients;
- Using web analytics, in order to maximise their internet marketing strategy;
- The rules and regulations by which a digital marketer must abide by.

## **16. Facebook for Business**

(3 hours)

Facebook is one of the most popular social media platforms, but it isn't just about socialising. You can use Facebook in a variety of ways, and, in this course, you will learn how to utilise Facebook for business.

In this course, we will show you how to set up your own brand page and give you handy hints on how the system works. We will also explore ways to increase your traffic, to grow your followers and keep those who have 'liked' your brand interested.

Creating a brand page has numerous benefits: it enables customers to speak with you on a new platform; it allows you to grow your audience and reach new people; it makes it easier for customers to share your brand and is a great way for you to connect with similar companies or groups.

### Learning Outcomes

- What Facebook is and how you can use it, to promote your brand through a brand page;
- How to set up and effectively run your brand page;
- Find out what the Administration Panel comprises and how these different sections are useful to you;

- How to set up a brand username for your page;
- How to gain followers and use advertising, to increase traffic.
- [Benefits of Taking this Course](#)
- You will learn how to start up your own brand page on Facebook;
- You will discover hints on how to get the most from your brand page;
- You will learn how to grow your page and increase traffic, so that your brand succeeds as a whole;
- Setting up a brand page on Facebook will grow your brand in a variety of ways, reaching beyond the confines of social media

## 17. [Introduction to AWS](#)

(0.75 hours)

Learning about Amazon Web Services (AWS) is essential to everybody who is looking to improve their productivity and client service offerings, by harnessing the power of cloud computing. This is the case whether you're a small start-up, an individual operator or an established company. This course provides the ultimate introduction to how AWS works, what it offers and the various pricing and subscription options.

From the various security features and scalable package offerings to a comprehensive analysis of each of the services available and how they can benefit you, this course provides the perfect introductory guide to Amazon Web Services.

### [Learning Outcomes](#)

- A broad background of how AWS works and what it has to offer
- The various subscription and pricing options
- The security, privacy and safety features involved
- A complete guide to each of the major service offerings available

## 18. [Introduction to Link Building for SEO](#)

(2 hours)

Link building is an extremely crucial step of SEO and driving targeted traffic to your website. The techniques and strategies for link building have evolved the last decade, and link building has never been more important to SEO and marketing.

Search engines use certain algorithms, to access web pages, and link building is a very reliable way in which to drive traffic to your site.

### [Learning Outcomes](#)

Whether you are a beginner or not, this course on link building will help you learn the nuances and strategies, in order to help you use link building for effective SEO. The course covers several topics of interest, including:

- How to judge if a link is relevant or not, and how to determine if a link to your website is a follow or no-follow link;
- Understanding Google algorithms that determine SEO factors - this helps you upgrade your SEO strategies, in order to drive higher traffic to your website;
- The importance of getting links from credible website sources and building quality content on your website, for higher traffic;
- How to link to viral and controversial content, to generate interest;
- How to intensify SEO strategies on your web pages, by interlinking your pages and linking a page to itself;
- How to work towards establishing long-term brand value, by blogging and networking on the Internet;
- How to link to free websites, such as newspaper and industry sites, to post links to your own website;
- How to post your links on university and education websites, by offering scholarships or special discounts to students.

## **19. Introduction to Graphic Design**

(2.5 hours)

Learning an introduction to graphic design is essential for anybody who is passionate about the vibrant world of graphic design - whether you are already in the industry or are looking to begin your journey.

This course covers everything you need to know about graphic design, including a full definition, all the elements involved, as well as the skill-sets and traits required for the job.

From the hardware and software tools you need, to the practical applications and career options, including freelance tips, this course covers everything you will ever need to know about graphic design.

### **Learning Outcomes**

- A full definition and breakdown of all the elements of graphic design
- The traits and skill sets you need to become a successful graphic designer
- All about the hardware and software requirements
- The different career choices and a guide to becoming a freelancer

## **20. Instagram for Business**

Since its inception in 2010, Instagram rapidly became a sought-after platform for marketing. As with any form of marketing, Instagram marketing requires research, legwork and a budget. However, the potential to reach the masses is far greater than with any other platform for product marketing, albeit print, digital format or social media.

In this Instagram Marketing course, we will look at the brief history of Instagram to gain a better understanding of how the platform works.

In addition, we will learn how to effectively use Instagram as a means of domestic and global brand outreach to maximise the potential for success. If used effectively, Instagram marketing may be the only form of marketing that is required for a brand.

#### **Learning Outcomes:**

- The history of Instagram
- The role that Instagram marketing plays
- The formula for Instagram's success
  
- Defining business goals
- Setting marketing objectives
- How to create a content strategy
- How to define your target market on Instagram
- Instagram marketing challenges
- How to take advantage of Instagram tools

## **21. LinkedIn for Business**

(3 hours)

With millions of individuals and businesses using LinkedIn on a regular basis, all companies should take advantage of the world's leading professional networking site. This course will show you how to get started on LinkedIn, demonstrating how it can be used to raise brand awareness and drive sales.

You will learn how to make the most of your existing contacts and reach out to new people in your field. From taking part in LinkedIn Groups to advertising job vacancies, this course will cover all the basic features LinkedIn can offer you as an individual and an organisation.

#### **Learning Outcomes:**

- What LinkedIn is, how it works, and the reasons it can benefit your business and career.
- How to form meaningful connections with other members, and the difference between following and connecting.

- How to join and participate in LinkedIn Groups that are relevant to your interests.
- How to use LinkedIn to generate leads by optimising your profile and engaging with your target audience.
- Why LinkedIn is a powerful tool for recruiters, and the options available to anyone looking to hire employees on the platform.

## **22. Marketing Certification Level 2**

(8 hours)

As companies strive to boost their branding and improve revenues, the marketing department is at the forefront of driving the company's image in the marketplace.

Responsible for the company's product profile and advertising, the marketing department is the creative energy behind product sales.

This marketing certificate includes 15 easy-to-study modules, describing the knowledge and skills required, in order to enter into and advance in this field.

### **Learning Outcomes**

- The course begins with a definition and outline of the functions of marketing and how it is aligned to – but different from – the sales function. Marketing's pivotal role in driving the success of the company is a theme that runs throughout the course.
- Marketing is a strategic function and therefore requires a complete understanding of the business, its customers and its products. Failure to consider any of these key variables results in a less-than-optimum presence in the market. These elements are covered in modules on the importance of marketing and its roles and the fundamentals of marketing.
- Marketing must understand the difference between customers' needs and wants and be able to target these needs. For this, market information and analysis is fundamental to the marketer's success, as well as knowledge of the business's competition.
- A study of the basic 'marketing mix' (product, price, promotion, place) encourages students to analyse their own marketing environment in a practical, hands-on way.
- Creating a marketing plan that incorporates both offline and online marketing strategies – and setting budgets for the plan, in order to optimise your marketing spend – rounds off the course content

## **23. Mobile App Marketing (ASO)**

(3 hours)





Looking to develop a cool mobile app for your business? Mobile apps are used by billions of users all around the world and are an excellent way to reach out to your target audience.

Mobile apps are fun and easy to use, while providing education or information at the same time. The scope for business marketing using mobile applications is mind-boggling.

However, developing and marketing a mobile app of your own is easier said than done. The video course on developing mobile apps covers a number of crucially relevant topics, from writing your own code to tips on how to engage customers and how to get users to love your app.

### Learning Outcomes

- The best strategies for those who wish to develop their own app and feature it on Apple App Store or Google Play Store for download;
  - The best platforms that you should consider featuring your app on;
  - Reliable ways to launch your app and how to identify issues;
  - The differences between launching your app on iOS or Google Play;
  - How to earn revenue through ads, and how to decide between free and paid options;
  - Different ways to monetise your app, including adverts and the whale monetisation strategy;
  - How to identify keywords for higher traffic and rank highly on app stores
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- How to increase customer engagement and keep customers from uninstalling the app;
  - How to help prevent users from uninstalling the app;
  - How to use Mobile Action tool to optimise your app, acquire customers and analyse download estimations;
  - How to achieve good reviews and increase session lengths, by adding videos, text content, adverts, chat, etc.
  - How to get users to keep using your app regularly, and how to get your app to go viral.

## **24. Photoshop CS6 Certification Level 1**

(2 hours)

Photoshop is an excellent tool for taking an image to the next level. It elevates the quality of a photo and can completely change an image. However, before you can learn all the advanced tricks-of-the-trade, it's essential to understand Photoshop's basic and most commonly used tools. Not only does this allow for proper application of tools, but its benefits span across many industries.

Photoshop is great for creating website layouts and graphics, restoring old images and artistically transforming an image. Whether you're a professional designer or simply into editing selfies, the creative possibilities with Photoshop are endless.

### Learning Outcomes

- How to express yourself creatively using Photoshop
- What to do with an image once editing is finished
- The different ways to enhance a photo and learn about the basic tools of Photoshop
- How to view different aspect ratios
- How to apply overlays
- About the setting options of the gear tool
- The difference between print and web options
- How to personalise personal and business documents
- Understand about different file types and how to import an image
- You will understand the importance of file size, image size and canvas size

## **25. Social Media for Business**

(2.5 hours)

The marketing landscape has changed exponentially in the last decade, with the rise in social media usage and popularity. While 10 years ago, using platforms like Facebook and Twitter were used as advertising options, nowadays, the first choice of marketing is always via social media.

Most marketers will admit that social media marketing is an important element of their business and primary service that is provided. According to Social Media Examiner, the majority of marketers around the world are participating in social media. However, with all the various social media platforms, it is often challenging having to navigate successfully through each one as a marketer.

Obviously, the primary goal of the seller plays a big part in deciding which platform ought to be used for best consumer outreach. But each platform has its own nuances, niches and method of operation.

Once a marketer identifies the best way to navigate through each platform, the benefits of social media marketing are unbeatable. Let's take a look at what we will learn in this social media marketing course:

### **Learning Outcomes**

- How to increase brand recognition through social media marketing SEO
- How to use social media to boost website SEO
- How to decrease marketing costs with the use of social media marketing
- How to ensure better customer experience and satisfaction through social media marketing

## **26. Twitter for Business**

(3 hours)

Twitter is a widely used social network that offers businesses a great opportunity to promote themselves and their products to customers around the world. Every day, millions of tweets are sent and received by over 330 million active users.

In this course, you will discover how to use Twitter to grow your business, advertise your products and services, and engage your target audience. You will learn how to write captivating tweets and share compelling content that will engage your followers, increasing both brand awareness and profits as a result.

#### You Will Learn:

- Why most businesses can benefit from building a Twitter presence.
- How to compose a tweet that will be shared among your target audience, and why you should consider adding other media alongside text.
- How to grow your follower numbers, attract people who may become customers, and promote your Twitter account offline.
- How to measure the true impact of your content, and monitor your influence on Twitter.
- The types of advertising options offered by Twitter, how to get started with Twitter Ads, and the benefits of using Twitter's Promote Mode.

## **27. Google Analytics**

(3 hours)

If you have been looking for a way to learn more about the people who visit your website, along with their needs and behaviours while there, Google Analytics is perfect for you. This is a free tool that you can connect to virtually any website, as long as you have access to the source code.

Once connected, Google Analytics can deliver almost any information you want regarding your web content, advertising efforts and the way your audience interacts with your web content.

While logging in for the first time can feel a bit overwhelming, a bit of knowledge about the tool can help you navigate with ease its user-friendly dashboard.

This course goes into detail about Google Analytics, so you can confidently find the information you need to ensure your company succeeds.

#### **Learning Outcomes**

- How Google Analytics can track details regarding your users and traffic sources
- The definitions of key terms relating to Google Analytics
- What a segment is and how you can use segments to better analyse data

- All about a relatively new type of report available to Google Analytics users
- How to use UTM parameters to ensure that you are achieving your website's goals

## **28. You Tube Channel Marketing**

(2 hours)

The outreach and power of YouTube works excellently for small businesses, including those who have limited physical channels of distribution. An interesting and high-quality video on YouTube helps generate traffic to your website and attracts attention from prospective users.

In order to be able to maximise your usage of YouTube, you need to be familiar with its numerous features and tools. This video course on YouTube covers a number of important topics, including the following:

### **Learning Outcomes**

- How to search for the right keywords using the Google Search tool, and how to embed those keywords on your title and subtitles, in order to drive traffic;
- How to get your video listed next to trending YouTube videos;
- How to get more comments and thumbs ups;
  
- Using the snowball marketing effect;
- How to live stream your video for the first time;
- How to insert adverts;
- How to use recommendation algorithms and other tools, to increase traffic to your business website;
- How to use the 'Featured Video' option, to generate more interest in your product;
- How to create an impactful YouTube video, including voice quality, images, pacing, communication, and so on;
- How to use hashtags;
- How to use Facebook marketing and pinning.