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What is Digital Marketing Training Pick 'n' Mix Package?

It's not enough to only know about one element of digital marketing anymore. The best marketers are well rounded, or are specialists who understand how their area of expertise fits within a wider marketing strategy. Download our free Content Marketing eBook to see how this can fit into an overall marketing strategy.

Pick 'n' Mix your way to a complete digital marketing toolkit by choosing up to five courses from our scheduled dates to suit you that address the areas you want to work on.

Call us on +44 (0)1273 622272 to find out which courses are best for you or click on the links below to see the scheduled dates for individual courses:

SEO - 1 Day - £1895 + vat

Social Media - 1 day - £1895 + vat

Content Marketing - 1 day - £1895 + vat

Google Analytics - 1 day - £1895 + vat

Email Marketing - 1 day - £1895 + vat

HTML Email - 1 day - £795 + vat

WordPress - 1 day - £1895 + vat

Course Objectives

This Digital Marketing Training Package will give you:

- The ability to develop digital marketing campaigns using
- An understanding of how different digital marketing disciplines work together
- Ideas to create your own digital marketing strategy to promote growth and build leads

Available Courses

Choose from any of the courses in this list to create your own custom 5 day package. Click on each title to learn more about the course

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Find out how to make your site search engine friendly and boost your search engine traffic.

Social Media - 1 day

Are you struggling to engage with customers and influencers on social media? Learn how to develop an ongoing social strategy for your business.

Content Marketing - 1 day

Content is the current 'buzzword' in digital marketing and for good reason too. Smart businesses are investing more in content instead of or alongside traditional advertising and marketing.

Google Analytics - 1 day

When running online campaigns it's essential to monitor the outcomes and adjust what you're doing to improve your efforts and keep moving forward.

Advanced Google Analytics - 1 day

Once you've got to grips with the basics of Google Analytics it's important to move on to more advanced features that will allow you to really unlock your site's potential.

Email Marketing - 1 day

It may be one of the oldest digital marketing tools, but email marketing continues to have one of the highest ROIs and should never be forgotten. Especially in B2B marketing it's often your best way to reach customers and leads.

HTML Email - 1 day

Make your email marketing really stand out with custom HTML email templates that can be reused for multiple campaigns.

WordPress - 1 day

Ideal for anyone who wants or needs to use WordPress on a daily basis, this is a crash course in WordPress' features and dashboard.

WordPress Custom Themes - 1 day

Learn how to use HTML & CSS to create page templates and style your themes to match your branding.

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