



DIGITAL MARKETING

18 WEEK PROGRAM

Get Skilled
Get Hired
Get Promoted

High Impact, Multifaceted Training

Digital Marketing is one of the most in-demand professions yet lacks the most in terms of formal training and skills development. In this digital era, when customer expectations and experience is undergoing a radical shift, Digital Marketing techniques of yesteryears are no longer effective.

There is an urgent need for Digital Marketers who are equipped with the knowledge and training to handle a changing business landscape. Digital Marketing Bootcamp teaches the skills, grows, and places Digital Marketing talent in businesses and industries where they are needed most.

**LIVE & ONLINE
CLASSES**

**ADVANCE YOUR
CAREER**

**REAL WORLD
INSTRUCTION**

WorkForce
INSTITUTE



"I love the fact we were able to have class online because it made it convenient.

Our teacher was well versed in the subject of digital marketing She encouraged us to ask questions and she gave detailed answers which helped us to understand a lot better.

The program also had excellent customer service. When I had a problem or a concern they responded immediately. I liked the program it helped me to build a strong foundation.

I would recommend it

- Holly Montgomery

Bootcamp Curriculum Overview

The Digital Marketing Training Program at WFI is an online part-time program i.e., 10- 15 hours a week or less, that jumpstarts your career to becoming a successful Digital Marketer within 3 months.

You will gain complete knowledge and skills to thoroughly analyze data and help business leaders make important decisions, even if you have no prior practical experience working in Marketing.

The Bootcamp program is rigorous and packed with challenges covering concepts, theories and projects; but you will have all the help needed to navigate through the process in the form of academic counselling, mentor office hours and assessments.

The Digital Marketing Bootcamp will provide fully immersive learning through lecture videos, workshops & weekly group projects, and a Final project. You will learn Digital Marketing fundamentals, key skills and techniques from industry and academic experts in this unique program

Invest in Acquiring the Required Skills

Invest in acquiring the required skills. This program is not just a Digital Marketing training bootcamp – it is a program that focuses on giving you a successful Digital Marketing career. You will be part of the largest network of top 1% Digital Marketing Professionals across the world. You will get access to networking events, latest industry trends, valuable resources, webinars, and much more.

At the end of this program, you will:

- Develop essential skills to improve Digital Marketing performance.
- Learn the secrets, methodologies and tips and tricks used by DM experts.
- Gain both theoretical and practical knowledge of the art of Marketing.
- Earn a certificate and enjoy a graduation ceremony.

Who Should Attend This Training?

The Digital Marketing program is a diverse program that caters to anyone interested in building a Digital Marketing career. Whether you're a millennial, a college grad or a diploma holder, going through any of the following career phases, this program is meant for you:

New Career Seekers: Digital Marketing is an in-demand profession across the United States, and one that is quite lucrative if you have the right training.

Career Changers: Think you have a knack for Digital Marketing and want to test out a different career phase? The program gives a foundational training to anyone who wants to learn about Digital Marketing right from the start.

Career Advancers: Been in the industry for long but are not able to close more deals? The program's advance training & coaching sessions with Digital Marketing experts will empower you with the knowledge you need to improve Digital Marketing performance.

Jobs You Will Be Ready For

Here is a list of real-world jobs that you can apply this bootcamp to:

- Digital Marketing Specialist
- Search Marketing Specialist
- Social Media Strategist

"I have really enjoyed the digital marketing program. The learning was very solid, covering all the topics I needed to learn to be successful digital marketing. The instructor sessions with a professional, experienced marketer, Professor were amazing and a highlight of the program for me. He is very responsive in his instruction and gives very practical application projects and assignments. I always appreciated the feedback on my projects as well, 1-part to boost my confidence in what I did well, 1-part reinforcing and reteaching the concepts to strengthen my skills for the future. I look forward to what opportunities this will create for me in this in-demand field."

- Alana Ammons



Digital Marketing Bootcamp Structure

Throughout the 18 Weeks of this program, you will go through lecture videos and a variety of individual exercises and group discussions, both in online self-paced format as well as weekly live instructor hours.

Online Modules

Self-paced learning through online course modules within our platform allowing you the flexibility with the hours you can choose to study within the week.

Weekly Office Hours

Your mentor will help you every week to guide through any challenges and questions for every weekly module you complete through Live Weekly Office Hours. This would be the time to also learn from the rest of the group's Q&A's too.

Q&A Session

Bring all your questions you may have and get the answers you're looking for.

Review Session

During this session, we will review the previous week's work, what is expected the following week, and any other questions you may have that need answers

Course Outline

The courseware contains various preliminary foundation lectures which teaches the basics of the subject at hand then later you gradually move on to moderate and advanced level modules. Apart from that, experiential learning is one of the phenomena followed by our bootcamp program which is ought to truly add value.

Module 1: Fundamentals of Digital Marketing

Learning Objective:

This course covers the fundamentals of digital marketing, including how to become a digital marketer.

- Digital Marketing Process
- Advanced Digital Marketing Concepts
- Marketing Research Models
- Objectives & Key Performance Indicators
- Marketing Channels and Media

Module 2: Target Audience Insights

Learning Objective:

This module will cover the basics of understanding their target audience and how to reach them.

- Audience Analysis
- Micro-moment Marketing
- User Personas
- The Customer Journey
- Audience Insights Tools

Module 3: E-Commerce Platforms

Learning Objective:

This module will cover the basics and fundamentals of E-Commerce Platforms

- BigCommerce
- Shopify
- WooCommerce
- Magento
- Squarespace

Module 4: Digital Marketing Tools

Learning Objective:

This module will help you understand the difference between reach and engagement and conversion and action.

- Reach Tools
- Engagement Tools
- Conversion Tools
- Action Tools

Module 5: Data-Driven Marketing

Learning Objective:

This module will present and analyze the stage in the lifecycle of digital marketing.

- Data Management
- Digital Marketing Budgets
- Market & Channel Data
- Data Analysis & ROI

Module 6: Website & Search Optimization

Learning Objective:

This module covers website development concepts, which include web design, website codes and SEO.

- Website Development Concepts
- Website Creation & Coding
- Search Engine Optimization
- Website Conversion Strategy

Module 7: Content Marketing

Learning Objective:

This module covers the process of creating and distributing valuable content that addresses the target audience's need.

- Content Types and Strategy
- Content Asset Creation
- Blog Strategies
- ROI Driven Campaigns

Module 8: Paid Search Marketing

Learning Objective:

This module covers paid search marketing principles and strategies they should consider when creating a PPC campaign.

- Paid Search Principles
- Bid Strategies
- Search Retargeting Strategies
- Ad Creation & Structure
- Google Ads Optimization

Module 9: Social Media

Learning Objective:

The main aim of this module is to identify the strengths and weaknesses of social media platforms.

- Social Media Platforms
- Social Media Strategies
- Social Media Analytics

Module 10: Results Analysis

Learning Objective:

This module will cover Audit Process, Performance Management and Audit Reports.

- Audit Process
- Performance Management
- Audit Reports

Module 11: Social Media Platforms

Learning Objective:

This module will cover how to use LinkedIn, facebook, Instagram etc

- LinkedIn
- Facebook
- Instagram
- Twitter
- TikTok

Module 12: Social Media Campaigns

Learning Objective:

This module will cover all topics in Social Media Campaigns

- Creation
- Implementation
- Optimization
- Evaluation
- Management Tools

Module 13: Keyword Management

Learning Objective:

Keyword Management is a module that will teach them how to use keywords in their writing effectively.

- Keyword Strategies
- Keyword Research
- Keyword Organization
- Keyword Application
- Keyword Evaluation

Module 14: Google Analytics

Learning Objective:

In this module, they will learn how to set up Google Analytics on their website.

- Google Reports
- Tag Manager
- Data Studio
- Google Trends
- Attribution

Module 15: Video Advertising

Learning Objective:

This module will cover the basics of YouTube Advertising. It will also discuss Google Display Network.

- YouTube Accounts & Channels
- Google Display Network
- Optimized Video Campaigns
- Advertising Formats
- Campaign Evaluation

Module 16: Technical Content

Learning Objective:

This module will give them an overview of what technical content looks like and how it is created.

- White Papers
- Online Courses
- Case Studies
- EBooks
- Podcasts

Module 17: Mobile Marketing Strategies

Learning Objective:

This module will cover opportunities in mobile marketing strategies. It will introduce new tools and trends.

- Fundamentals
- Strategy Development
- Channel Optimization
- Design Strategies
- Content Strategies

Module 18: Mobile Application

Learning Objective:

This module will cover how digital agencies can use mobile applications as a marketing tool.

- Development
- Design
- Integration
- Evaluation
- Store Optimization



Additional Features

Industry Professionals Video Interviews.

In lieu of the curriculum you will also get access to Video Interviews from industry professionals showcasing their Digital Marketing journey, their experience, struggle and what all ultimately led to their success.

AI in Digital Marketing:

Since AI is all the rave right now, everyone should use it to make their life easier and in the case of our students, how they can use Artificial Intelligence in digital marketing to make their journey smooth.

Videos Offered

AI with Chat GPT

Learning Objective: How to use Chat GPT to generate content and then use it for your digital marketing needs.

AI with Mid journey

Learning Objective: How to use Midjourney to generate images for your digital marketing campaigns.

AI with Generative Photoshop

Learning Objective: How to use Generative AI to generate images and edit,complete and alter them as per your needs

AI with Website Creation

Learning Objective: How to use Generative AI to create a website for your Digital Marketing needs.

