



Digital Marketing Fundamentals

Digital Marketing Course – 1 day

Don't let fear of change and the unknown hold you back! Join us for an enlightening day as we unveil the mysteries of Digital Marketing and set you on the right online path.

Is this digital marketing course for you?

We understand that Digital Marketing can be a bit overwhelming when you're new to it.

Are you confused when team members talk about PPC, UX and SEM, or was it SEO?

Do you want to be enthusiastic about keywords, impressions and click through rates?

Then this is the right course for you!

What you'll get from this course

At the end of the day you'll feel more confident discussing digital marketing because you'll have learned the fundamentals about user experience, the importance of engaging content and how the digital channels work.

What we'll cover

- Digital marketing terminology
- Best online channels for all organisations – Email and Paid Search
- Content marketing – Social and Search Engine Optimisation (SEO)
- User experience (UX)

When, where & how much?

This is a full day course, we start at 9:30am and finish at 5:00pm

Location: Sydney CBD and Melbourne CBD

Investment: \$599 + GST per person, including lunch

Want to know more?

For more details please call our Training Wizard:
Dianna Verlaan,
on 0417 732 217
or email us at training@parachutedigital.com.au

ENROL NOW

BECOME A DIGITAL CHAMPION!

Call Dianna on 0417 732 217 or

Book via the course calendar online.