

MyTribbe.



Unlock Your Potential in Digital Marketing

Are you someone who wants to crack a high paying digital marketing job or start your freelance journey or crack a road map to building a digital marketing agency ?

It's time for you to join the tribe !



www.mytribbe.com



Digital Marketing Mastery

8-Week In-Depth Accelerator. This comprehensive program is designed to take your digital marketing skills to new heights. With 8 weeks of in-depth lessons, monthly Q&A sessions with industry experts, and handy cheat sheets, you'll gain the knowledge and confidence needed to excel in the ever-evolving digital marketing landscape.

Week 1: Foundations of Digital Marketing

- Introduction to digital marketing and its importance in the modern business landscape
- Understanding your target audience and buyer personas
- Developing your digital marketing strategy and setting goals
- Overview of digital marketing channels and tactics
- Introduction to analytics and measuring success

Week 2: Content Marketing & AI-Assisted Writing

- Introduction to content marketing: strategy and planning
- Content creation: writing, visuals, and multimedia
- Content distribution and promotion strategies
- Leveraging user-generated content and influencer marketing
- Using AI tools, like ChatGPT, to create engaging content and improve your writing

Week 3: Social Media Marketing

- Introduction to social media marketing: platforms and best practices
- Creating and managing a social media content calendar
- Social media advertising: Facebook, Instagram, LinkedIn, and Twitter
- Social listening and online reputation management
- Measuring and optimizing social media campaigns

Week 4: Email Marketing

- Introduction to email marketing: building and managing your email list
- Crafting engaging email campaigns and optimizing for conversions
- Email automation: welcome series, abandoned cart, and re-engagement campaigns
- A/B testing and email analytics
- Email deliverability and best practices



Week 5: Paid Advertising

- Introduction to paid advertising: Google Ads, Facebook, and Instagram
- Creating and optimizing pay-per-click (PPC) campaigns
- Remarketing and retargeting strategies
- Display advertising and native advertising
- Measuring and optimizing paid advertising campaigns

Week 6: Analytics & Reporting

- Introduction to Google Analytics: tracking, reporting, and insights
- Advanced Google Analytics techniques and custom reports
- Social media and email marketing analytics
- Data visualization and reporting best practices
- Using analytics to inform digital marketing strategy

Week 7: Conversion Rate Optimization

- Introduction to conversion rate optimization (CRO)
- Analyzing user behavior and conducting website audits
- A/B testing, multivariate testing, and website optimization techniques
- Landing page design and optimization
- Optimizing for mobile devices and improving site speed

Week 8: Digital Marketing Tools & Platforms

- Overview of popular digital marketing tools and platforms
- Project management and collaboration tools for digital marketers
- Marketing automation platforms and email marketing tools
- Social media management and analytics tools
- Course review and next steps for your digital marketing journey

NOTE: Every week you will be given assignments which will later be reviewed by the mentors so that by the end of the course you will have a dedicated portfolio prepared to attract new opportunities.

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Thank You

The new age learning revolution is here, and we'll teach you how to lead the charge. Sign up now and join the Tribe!

www.mytribbe.com

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