Lesson 1: Welcome to Digital Marketing

Marketing is an essential part of your everyday life. We will take you on a journey through the evolving digital marketing landscape. This course will teach the fundamentals to help you navigate and thrive in this fast-growing field.

Lesson 2: The Digital Marketing Framework

We provide a framework to help you make the right decisions in an ever-changing digital marketing environment. Learn about our marketing map that covers the What, Who, How, Where, and When of marketing.
Lesson 3: What – Your Business

The journey begins with understanding the “what” you are marketing. Learn how to articulate a business model in a concise targeted way.

Lesson 4: Who & When – Your Customer

Customers drive all marketing actions. Get to know this customer through empathy maps and hone in on your target by developing a user persona. Learn the different stages of the customer journey your customer will go through to reach you.
Lesson 5 : Where – Marketing Channels

The journey begins with understanding the “what” you are marketing. Learn how to articulate a business model in a concise targeted way.

Lesson 6 : Why: Marketing Objectives & KPIs

Setting marketing objectives and measuring your progress toward them with Key Performance Indicators is a crucial step of the planning process.
Enroll today!
In Marketing Fundamentals Course and become part of GrowPartner ecosystem.

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Learn more at www.growpartner.in

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