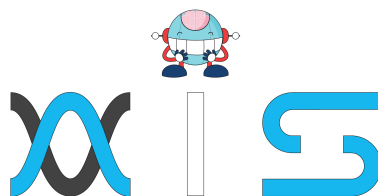




Digital Marketing 101 Training Course

simplilearn



 **SPARTAN**
Allied Services
Deliver Results - Create Value



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Program Overview:

Learn how to unleash the power of digital channels with Simplilearn's Digital Marketing 101 training course. In the digital era, businesses are reinventing their marketing strategies to better engage and connect with their customers. This course will equip you with the skills, insights, and digital know-how to be a highly effective digital marketer and generate a measurable impact on your company's bottom line.

Program Features:

- > 2.5+ hours of high quality elearning
- > 13 end-of-lesson quizzes
- > Lifetime access to high-quality, self-paced elearning content
- > Industry-recognized Course Completion Certificate
- > One assessment test at the end of the course

Delivery Mode:

Online Self Paced.

Prerequisites:

There are no prerequisites required to enroll in this course.



Target **Audience:**

This Digital Marketing 101 Certification Training is ideal for freshers, traditional marketers, entrepreneurs, brand and communication managers, and sales professionals

Key Learning **Outcomes:**

By the end of this online Digital Marketing 101 course, you will be able to:

- > Understand the fundamentals of digital marketing
- > Understand the customer lifecycle in marketing terminology
- > Gain knowledge of future marketing trends and technology

Certification Details and **Criteria:**

- > Complete 85% of the online self-learning content
- > Pass the assessment test with a minimum score of 60%

Course **Curriculum:**

Section 0 - Course Introduction

- > Lesson 1 - Introduction

Section 1 - Fundamental Concepts of Digital Marketing

- > Lesson 1 - Introduction to Digital Marketing
- > Lesson 2 - History of Digital Marketing
- > Lesson 3 - Developing and Nurturing a Digital Culture
- > Lesson 4 - Where is Digital Marketing Headed
- > Lesson 5 - Global Impact of Digital Marketing



Section 2 - Customer Lifecycle

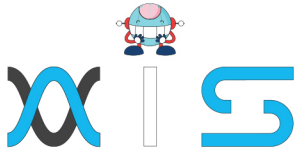
- > Lesson 1 - Acquisition
- > Lesson 2 - Engagement
- > Lesson 3 - Conversion
- > Lesson 4 - Onboarding, Retention, and Expansion

Section 3 - Marketing Technology

- > Lesson 1 - Mobile and IoT
- > Lesson 2 - Analytics
- > Lesson 3 - Challenges of an Offline-Online Experience

Section 4 - The Future of Digital Marketing

- > Lesson 1 - A Peek Into the Future



AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

Learning Partners



SAS Management, Inc.

Premiere training and consulting services company, SAS Management, Inc. has been in the industry for a decade. SAS Management, inc. focuses on creating value in every learning and consulting experience by providing the best possible output – whether in a virtual classroom setup, e-learning, or face-to-face. SAS Management, Inc. is the leading training and certification provider for ITIL, Project Management Professional, ISO certifications, PRINCE2, SDI Service Desk Analyst and Manager, Agile, and a host of many programs and courses.



Simplilearn

Tagged as the “World's #1 Online Bootcamp”, Simplilearn provides online education and in-house training for professional certification courses. Founded in 2010, Simplilearn offers more than 100 programs, helping professionals reach their learning potentials needed to work in the digital economy.

Technology Partner

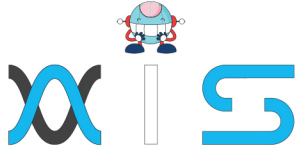


Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.

Partners & Affiliates





The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.

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