

Integrated Digital Marketing: Technical Training Classes

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WordPress CMS + SEO (6 Hours)

Instructor: Thanh Nguyen

Whether you want to create your own personal blog, an online store, or a business website – with WordPress CMS, creating your own website is easy after this class. In this course, we will guide you through every step of setting up, creating, and maintaining your own website. Also, with the free plugin Yoast SEO, you know how to improve your website's score to appear on top of Google Search (and other search engines) result pages.

Learning outcomes

By the end of this course, you should be able to:

- Set up your own site with WordPress CMS.
- Create and manage a website with customization tool, plugins, themes...
- Design a responsive webpage that can be nicely view on multiple devices.
- Manage your content and improve its score on Google Search (and other search engines) with Yoast SEO.

Content

1. Getting started with WordPress
 - a. Hosting
 - b. Domain
 - c. Website
2. Customizing your site
 - a. Basic settings
 - b. Install plugins & theme
3. Designing a responsive webpage
 - a. By using template
 - b. By using Elementor plugin
4. Creating content
 - a. Add posts and pages to your WordPress site.
 - b. Structuring your site by organizing your content with menus, categories, and tags.
5. Yoast SEO
 - a. Installation wizard & configuration
 - b. The Readability analysis
 - c. The SEO analysis
 - d. Google preview & Social preview

Google Analytics (4 hours)

Instructor: Thanh Nguyen

Google Analytics for Beginners takes you through all the reports found in your Google Analytics account. We will explain each of the reports in detail and show you exactly how to use the information they contain to grow your business online. This course follows a step-by-step process – using screencasts of an actual live Google Analytics account, so you can follow along in your own account.

Learning outcomes

By the end of this course, you should be able to:

- Create a Google Analytics account and connect it to your website.
- Know how to navigate to all views, dashboards, and reports in Google Analytics
- Interpret the Audience, Acquisition and Behavior reports.
- Measure and track your marketing campaign with Goal, URL builder, tag, and tracking code.

Content

1. Set up Google Analytics
2. The Google Analytics Interface
 - a. Understanding overview reports
 - b. Understanding full reports
 - c. How to set up dashboards and shortcuts
3. Understand Basic Reports
 - a. Audience reports
 - b. Acquisition reports
 - c. Behavior reports
4. Basic Campaign and Conversion Tracking
 - a. How to measure Custom Campaigns
 - b. Tracking campaigns with the URL Builder
 - c. Use Goals to measure business objectives
 - d. How to measure Google Ads campaigns

Google Ads (8 hours)

Instructor: Helen Huynh

You will learn how to get started with Google Ads and create successful campaigns to reach new customers and grow your business. You will drive qualified traffics, or best-fit customers, to your business when they search on Google.

Learning outcomes

By the end of this course, you should be able to:

- Setup the structure of your Google Ads account
- Do effective keyword research
- Create impactful and relevant ads
- Navigate through the Google Ads dashboard
- Optimize ad campaigns to generate conversions and be profitable

Content

1. Things to do before you start running your first Google Ads campaign
2. Set up your first google ad: smart mode vs. expert mode
3. Keywords:
 - a. What a keyword is and the intent behind it
 - b. Find out how to find keywords you can target for your business
 - c. Learn what keyword match types are and how they can save you money
4. Bidding strategies
5. Quality score
6. Ad extensions
7. How to optimize your ad campaigns
8. Ways to save time and money with A/B testing

Facebook Ads (8 hours)

Instructor: Helen Huynh

You will learn to structure campaigns in Ads Manager by selecting ad objectives, target audience, budget, and placement that fit your unique goals and learn to create, manage, evaluate, and optimize ads across Facebook and Instagram. You will end the course by creating an actual ad campaign in Facebook Ads Manager.

Learning outcomes

By the end of this course, you should be able to:

- Create Facebook page and access Ad Center/Ad Manager.
- Structure campaigns in Facebook Ads Manager
- Identify the major components and elements of an ad in Facebook Ads Manager
- Build an ad that aligns with your marketing objectives and target it to your intended audience

Content

1. Things to do before you start running your first Facebook ad campaign
2. Structure campaigns in Facebook Ads Manager
3. Build an ad that aligns with your marketing objectives and target it to your intended audience
4. Set a budget, placement, and schedule for your ads in Facebook Ads Manager
5. Create and read the report and payment process with Facebook
6. Ways to save time and money with Facebook A/B testing

MailChimp (4 hours)

Instructor: Thanh Nguyen

This course is designed to give you a basic understanding of how MailChimp works and how to create effective email campaigns. We will also cover all essential Mailchimp features from creating your first Mailchimp account to placing signup forms on your website to start getting your first subscribers.

Learning outcomes

By the end of this course, you should be able to:

- Create Mailchimp accounts
- Know how to navigate to all features in Mailchimp
- Build audience list with form and survey.
- Create email campaign with template and Mailchimp built-in design tools.
- Understand how to create email journey automation with Mailchimp.
- Create landing page with domains powered by Mailchimp.
- Understand how to read and filter dashboard and report

Content

1. Understand mailchimp pricing plan and create free account to get started
2. Get familiar with Mailchimp web interface and how to navigate within the app.
3. Building your audience list
 - a. How to import and export contact list
 - b. Create groups/segments/tags to manage your audience.
4. Growing your audience list
 - a. Create form using form builder
 - b. Create survey
 - c. Manage inbox
5. Create email campaign
 - a. Go through campaign set up
 - b. Design email template/content
6. Create email journey
7. Create landing page
8. Dashboard and report

About the instructors

Thanh Nguyen

Thanh is currently a Small Business & Partner Marketing Manager at Cisco System Vietnam. She has done many digital marketing campaigns such as: email marketing, social media marketing, and search engine marketing. With over 6 years of experience in digital marketing, she will help you implement an integrated digital marketing campaign with the above tools in the most effective ways.

Helen Huynh

Helen has 6 years of experience in digital marketing at VNG and Victoria Fitness & Yoga Center. She also works as a freelancer for many businesses in the field. She is specialized in Google and Facebook platforms with certifications from Google and Facebook. She has managed digital marketing projects with budgets ranging from very small to 1 million USD per month. She will be a great companion in your digital marketing journey.