



LeadMasters Training Co.

Level 200 For Digital Marketing Agencies

Course Fee: \$4,500.00

Course Introduction

This advanced course is tailored for digital marketing agencies looking to deepen their expertise and optimize their strategies for superior results. Participants will delve into advanced digital marketing concepts, explore cutting-edge tools and techniques, and develop strategies to drive growth and success for their clients.

Module 1: Advanced Digital Marketing Strategies

- Understanding the Digital Landscape
 - Trends and emerging technologies shaping the digital marketing landscape
 - Analyzing market data and consumer insights for strategic decision-making
- Advanced Content Marketing
 - Developing sophisticated content strategies to engage and convert target audiences
 - Leveraging multimedia content, interactive experiences, and storytelling techniques

Module 2: Data-Driven Decision Making

- Advanced Analytics and Measurement
 - Utilizing advanced analytics tools and platforms to track and measure campaign performance
 - Interpreting data insights to optimize marketing strategies and drive ROI
- Predictive Analytics and Machine Learning
 - Harnessing predictive analytics and machine learning algorithms to anticipate customer behavior and trends
 - Personalizing marketing campaigns and experiences for maximum impact

Module 3: Advanced Search Engine Optimization (SEO)

- Technical SEO Optimization
 - Advanced techniques for optimizing website structure, speed, and performance
 - Schema markup, mobile optimization, and other technical SEO best practices
- Advanced SEO Strategies
 - Leveraging advanced keyword research and competitive analysis for SEO success
 - Creating high-quality backlink profiles and implementing off-page optimization tactics

Module 4: Advanced Pay-Per-Click (PPC) Advertising

- Advanced PPC Campaign Optimization
 - Sophisticated bidding strategies and budget allocation techniques for maximum ROI
 - A/B testing, ad copy optimization, and landing page optimization for an improved campaign performance
- Remarketing and Retargeting
 - Implementing advanced remarketing and retargeting strategies to re-engage and convert website visitors
 - Custom audience segmentation and dynamic ad personalization techniques



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Module 5: Advanced Social Media Marketing

- Social Media Advertising Strategies
 - Advanced targeting options and ad formats across major social media platforms
 - Creating highly engaging and shareable social media content for increased reach and engagement
- Social Media Analytics and Optimization
 - Utilizing advanced social media analytics tools to track performance and measure ROI
 - Iterative optimization strategies to enhance social media campaign effectiveness

Module 6: Integrated Digital Marketing Campaigns

- Multi-Channel Campaign Integration
 - Developing integrated marketing campaigns that leverage multiple digital channels for maximum impact
 - Cross-channel attribution modeling and measurement techniques
- Marketing Automation and CRM Integration
 - Implementing marketing automation platforms and integrating with CRM systems for seamless campaign management
 - Creating personalized customer journeys and automated workflows to nurture leads and drive conversions

Module 7: Diversity and Inclusion in Digital Marketing

- Understanding Diversity in Audience Segmentation
 - Importance of diverse audience representation in digital marketing strategies.
 - Techniques for identifying and reaching diverse audience segments.
- Inclusive Content Strategies
 - Developing content that resonates with diverse audiences.
 - Addressing cultural sensitivities and inclusivity in storytelling and messaging.

Module 8: Truth and Reconciliation in Digital Marketing

- Ethical Marketing Practices
 - Importance of truthfulness and transparency in digital marketing.
 - Avoiding misleading practices and promoting ethical standards.
- Cultural Sensitivity and Respect
 - Understanding cultural contexts and avoiding cultural appropriation.
 - Strategies for respectful engagement with diverse cultural groups.

Additional Features

- Interactive Learning Materials
- Real-world Case Studies and Best Practices
- Peer Collaboration and Discussion Forums
- Expert-led Q&A Sessions
- Resource Library with Tools, Templates, and Guides

Join us on this advanced journey to elevate your agency's digital marketing capabilities and drive superior results for your clients!