Taking Learning To New Heights

Learning Everest collaborates with Subject Matter Experts from various fields to create simple, yet impactful, off-the-shelf eLearning courses that your learners can take at their own convenience. We specialize in providing you courses on various topics that would empower your learners to gain the necessary knowledge and perform better.

Learning Everest

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BECOMING A DIGITAL MARKETER: THE FUNDAMENTALS OF DIGITAL MARKETING

⏳ Duration: 1 hour

📊 Level of course: Beginner

Unique Features

- cmi5, xAPI (Tin Can API), SCORM 2004, SCORM 1.2, and AICC compliant eLearning course
- Self-paced & Interactive
- Knowledge Checks to reinforce learning

Who Should Attend

Professionals in the field of:

- Marketing
- Content Creation
- Business Owners
- Sales
- Business development
- IT

Course Overview

Digital marketing is a booming sector and expecting to grow. With the evolving digital marketing technologies, companies are adding online components to create an internet presence.

Technology continues to drive business. Learning Digital Marketing techniques is therefore very helpful. With these techniques, you can promote your product and your business.

Take up this course if you are a student with a cult for marketing and strategy, a professional seeking to look out for better jobs, or someone who wants to earn a regular income even in the comfort of your home. With this course you can learn the fundamentals of digital marketing.

Topics Covered

1. Introduction to Digital Marketing

2. Types of Digital Marketing

3. Benefits of Digital Marketing

4. Starting Your Digital Marketing Career

5. How to Start Digital Marketing for your Organization