




PAID ADVERTISING
AND WEB
ANALYTICS COURSE
PROSPECTUS

DSM | **DIGITAL
SCHOOL OF
MARKETING**



The digital marketing world as we know it would no longer exist if it were not for paid advertising. Paid advertising has changed the landscape of marketing and redefined many job roles in the marketing field as we have understood these for many years.

In this advanced paid advertising course you will learn all about the different channels of paid advertising from search engine advertising to display and social media advertising. You will also learn how to optimise your adverts and tailor these to suit the needs of your business and target market's profiles and needs.

You will learn the different payment methods used for these channels and how to pick and design approaches that are suited for your business objectives.

Understanding web analytics and how to optimise your campaigns based on this data is an added benefit to your career prospects in the field of digital marketing and the (DSM) Digital School of Marketing will enable you fulfil both these functions with ease and absolute capability.

PPC managers are high in demand in any company and marketing agency. They are not only well paid but well respected as strategic decision makers in the marketing and advertising field.

After completing this course you will be well on your way to be able to enter the job market or increase your position as a comprehensive Paid Advertising (PPC) and Web Analytics Specialist.

What you will master



Introduction to Paid Advertising

In this module we give you a brief introduction to all the different advertising channels and how they fit into the larger marketing and advertising objectives.



Planning a Digital Strategy

No marketing and advertising plan is complete without a rock solid strategy and in this part of the course we teach you how to plan a marketing and advertising strategy based on the needs of your organisation and target market.



Paid Social Media Advertising

Here we uncover the different social media channels and their advertising options; how they fit into the objectives of your organisation and how you can best use these channels to get your message out and gain maximum return.



Search Engine Advertising

In this section we teach you the in's and out's of search engine advertising. After you have successfully completed this, you will understand how to craft well-written search advert and understand how to optimise them so they can enhance your marketing and advertising goals.



Display Advertising

We will educate you on display best practice, how to get your display advert seen, programmatic advertising history, remarketing and a whole host of different advertising tools and methods of display advertising you can utilise for yourself or any organisation.



Web Analytics

Web analytics is an essential tool to have as with it you'll be able to measure and optimise your website. You'll be able to make improvements to your site and advertising campaigns.

In this module, you'll learn about:

- Web Analytics
- Cookies and tracking
- Optimisation on different social media tools
- Key terms and concepts in analytics
- Segmentation in Google Analytics

Course modules

- » Introduction to Web Analytics
- » Cookies & Tracking
- » Key Terms and Concepts in Analytics
- » Segmentation in Google Analytics
- » Paid Marketing
- » Marketing Communication Concepts
- » Write Advertising Copy
- » Present Advertising Copy

How you can learn at DSM

All courses at DSM are delivered on our state-of-the-art online learning platform. It is jam packed with videos and infographics so that you can take your learning experience to the next level. On our learning platform, there are:



200 videos



100 infographics



Assessments



Slides



Progress trackers



Interactive feedback

YOUR COURSE PACK INCLUDES

Online Access | Branded USB Stick | Branded Laptop Bag
DMS coffee canister | DSM cap | Branded DSM Notepad & Pen



Accreditation
MICT | SETA