



DIGITAL MARKETING MASTERCLASS



PROGRAM OVERVIEW

Participants will gain comprehensive knowledge of digital marketing strategies, including SEO, social media marketing, email marketing, and analytics tools, to develop a strong foundation in digital marketing skills.

PROGRAM HIGHLIGHTS

- In-depth exploration of online marketing strategies and best practices
- Hands-on experience with search engine optimization (SEO) techniques to improve website visibility
- Practical guidance on social media marketing tactics to engage and grow an audience
- Introduction to email marketing campaigns and analytics tools for measuring campaign effectiveness

PROGRAM DETAILS

- **Duration:** 4 days consisting of 1.5 hours per session
- **Age Group:** Young Adults
- **Location:** eCode Learning Center
- **Format:** Interactive workshop sessions featuring lectures, demonstrations, hands-on exercises, and Q&A sessions

PROGRAM OBJECTIVES

- Equip participants with a comprehensive understanding of digital marketing principles and strategies
- Provide practical skills and techniques to implement effective online marketing campaigns
- Foster critical thinking and problem-solving abilities in analyzing and optimizing digital marketing efforts
- Empower participants to leverage digital marketing tools and techniques to achieve business goals and drive growth.