

Go Remote: Digital Marketing

**Course Enrolment,
Schedule & Assessment**



Contents

Course Enrolment, Schedule, Assessment.....	2
Welcome Note:.....	2
Course Enrolment:	2
Course Schedule:.....	3
Live Sessions:	7
Assessment:	7

Course Enrolment, Schedule, Assessment

Welcome Note:

Hello everyone,

Thank you for registering for the Digital Marketing Training Course of the Go Remote Project funded by the EEA and Norway Grants Fund for Youth Unemployment. That is why your participation is free!

The course has been designed by [One Terrene International](#). (Education Department)

I am [Theo Mavrosavva](#), and along with my friendly AI assistants and team, we will be your instructors for this course.

This course has 5 modules, that each one includes useful chapters that will help you broaden and practice your knowledge of Digital Marketing concepts, tools and skills.

Remember at any time you can stop during the video lesson, take a break and continue later on, so it is a self-paced learning experience for you. The course uses a variety of methodologies to make your learning experience as comfortable as possible. From flip learning during our live sessions, to interactive workshops and online quizzes. You can also ask any question through our [Helpdesk](#) dedicated for this course and we will get back to you as soon as possible.

The video courses, materials and live sessions is and will be in English.

Course Enrolment:

To enrol to the course,

1. Simply [create an account on OTI Education platform](#) and sign in.
2. Go to the [Go Remote International Digital Marketing Course](#)
3. Add to Cart
4. Proceed to Checkout.

(Don't worry you won't pay or be asked to input any payment details, since this course is free)

Course Schedule:

	Course Release Date: / LIVE Sessions:
Module 1 : Content Marketing	14/11/2022
Chapter 1 - What is Content Marketing & Why is it Necessary	
Chapter 2 - Why is it crucial for selling	
Chapter 3 - The Logistics and the Numbers	
Chapter 4 - Creating First Class Content	
Chapter 5 - Marketing Your Content	
Chapter 6 - How to get more content?	
Chapter 7 - Tools and Resources for your Content Marketing	
Chapter 8 - Reasons Content Marketing is Prefect for your Marketing Strategy	
Quiz 1	
Live Session #1 – Introduction - Presentation of Course. Get To Know Each Other - Introduce Long Term Project (that consists of multiple Assignments week by week)	16/11/2022
Assignment 1	16/11/2022
Module 2: Social Media Marketing	17/11/2022
Chapter 1 - What is Social Media Marketing (SMM)	
Chapter 2 - Facebook	
Chapter 2.1 - Introduction & Inbound Marketing	
Chapter 2.2 - How to Create A Page	
Chapter 2.3 - How to Create A Facebook Marketing Strategy	
Chapter 2.4 - Facebook Ads	
Chapter 2.5 - How to get Likes and Fans	
Chapter 2.6 - Facebook Live	
Chapter 3 - Instagram	17/11/2022
Chapter 3.1 - Introduction	
Chapter 3.2 - Videos & Followers	
Chapter 3.3 - Incentives & Trends	
Chapter 3.4 - Hashtags & Experiences	
Chapter 3.5 - Be Unique	
Chapter 3.6 - Partner With Others & Conclusion	
Live Session#2 - In Groups/Rooms - Scenario Based Facebook and Instagram. Create a Schedule for Posts for your Campaign - Q&A	21/11/2022
Assignment 2	21/11/2022
Chapter 4 - TikTok	22/11/2022
Chapter 4.1 - Introduction	

Chapter 4.2 - Specific TikTok Marketing Tips	
Chapter 4.3 - Creating a Business TikTok Account & Ads	
Chapter 4.4 - How to create a TikTok marketing strategy	
Chapter 5 - YouTube	22/11/2022
Chapter 5.1 - YouTube Marketing Tips	
Chapter 5.2 - Guide to Creating profitable YouTube Ads	
Chapter 5.3 - SEO tools for better YouTube	
Chapter 5.4 - Understanding the YouTube Algorithm for better marketing	
Chapter 5.5 - Do embedded YouTube videos count?	
Chapter 5.6 - How to use YouTube analytics to grow your channel	
Chapter 5.7 - How to build a community on YouTube and build a loyal following	
Chapter 6 - Twitter	22/11/2022
Chapter 6.1 - Introduction	
Chapter 6.2 - Get Ready to Go Manual or Full Auto	
Chapter 6.3 - Twitter Marketing & Doing It Manually	
Chapter 6.4 - Manual Tweeting - Pros and Cons	
Chapter 6.5 - Finding the Right Niche Influence Leaders on Twitter	
Chapter 6.6 - Follow and Engage	
Chapter 6.7 - What Happens When you reach high engagement levels	
Chapter 6.8 - Optimizing your content	
Chapter 6.9 - Leverage the Power of Questions	
Chapter 6.10 - Twitter Marketing	
Chapter 6.11 - Conclusion	
Chapter 7 - Email Marketing	22/11/2022
Chapter 7.1 - Introduction	
Chapter 7.2 - 4 Crucial Things You Need To Do To Build Your List	
Chapter 7.3 - 4 Ways To Get Your Opt-In Subscribers To Trust You Quickly	
Chapter 7.4 - How To Build A List Of Eager Subscribers	
Chapter 7.5 - How to Grab Your Reader's Attention with Your Subject	
Chapter 7.6 - How To Get Your Subscribers Begging For More	
Chapter 7.7 - Can you really use articles to build your list	
Chapter 7.8 - 5 things to consider when publishing a newsletter	
Chapter 7.9. - The 3 Things To Avoid When Emailing Your List	
Chapter 7.10 - 7 ways to make money using nothing more than your list	
Chapter 8 - Influencer Marketing	22/11/2022
Chapter 8.1 - Introduction	
Chapter 8.2 - Choose Your Niche	

Chapter 8.3 - Create a Professional Account	
Chapter 8.4 - Draw Attention	
Chapter 8.5. - Be Consistent	
Chapter 8.6 - Network with Influencers	
Chapter 8.7 - Power of Hashtags	
Chapter 8.8 - Interact with your followers	
Chapter 8.9 - Launch a Website	
Chapter 8.10 - Contact Brands	
Chapter 8.11 - Contact an Agency	
Live Session #3 – Create first class Content! (Will it be a video for TikTok or YouTube?, An Email Marketing Campaign? Or Twitter Campaign?)	28/11/2022
Assignment 3	28/11/2022
Module 3: Search Engine Optimization	
Chapter 1 - SEO Basics	29/11/2022
Chapter 1.1 - Why is SEO Important	
Chapter 1.2 - How Do Search Engines Rank Your Content?	
Chapter 1.3 - How to Measure Your Website's SEO Authority	
Chapter 1.4 - How to Create an SEO Strategy	
Chapter 2 - On Page & Technical	29/11/2022
Chapter 2.1 - How to Optimize Content for SEO	
Chapter 2.2 - Allowing Google to Index Your Pages	
Chapter 2.3 - Writing and Editing Meta Descriptions	
Chapter 2.4 - Writing Descriptive Link Text	
Chapter 2.5 - Internal Linking	
Chapter 2.6 - URL Structure	
Chapter 2.7 - Technical SEO Basics	
Chapter 2.8 - Resizing and Compressing Images	
Chapter 3 - Keyword Research for SEO	29/11/2022
Chapter 3.1 - Why Keyword Research Is Important	
Chapter 3.2 - Why Are Topic Clusters Important?	
Chapter 3.3 - How to Do Keyword Research	
Chapter 4 - Link Building for SEO	29/11/2022
Chapter 4.1 - Why is link building important for SEO?	
Chapter 4.2 - How Many Links Does Your Content Need to Rank on Page One?	
Chapter 4.3 - Why Relationships Are the Key to Link Building at Scale	
Chapter 4.4 - How to Scale Link Building Using Press Request Alerts	
Chapter 5 - Optimizing Your Website for Rich Results	29/11/2022

Chapter 5.1 - What Are Rich Results?	
Chapter 5.2 - What Is Structured Data?	
Chapter 5.3 - Optimizing Featured Snippets	
Chapter 6 - SEO Reporting	29/11/2022
Chapter 6.1 - How to Report on Your SEO Efforts	
Chapter 6.2 - Create Your SEO Reports	
Chapter 6.3 - Adding Your Website to Google Search Console	
Quiz 2	
Module 4: Search Engine Marketing (SEM) - Google Ads	29/12/2022
Chapter 1 How a "Bare-Bones Google Ad" Can Get You More Customers	
Chapter 2 Being Omnipresent With Multiple Ad Types and Targeting	
Chapter 3 How to Get Up to Speed and Set-Up a Google Ad Account within No Time	
Chapter 4 Avoid Wasting Your Marketing Budget by Optimizing for Maximum Clicks	
Chapter 5 How to Pick the Right Keyword Every Time to get Those Conversions	
Chapter 6 Get More and Better Ideas By Analysing Your Competition	
Chapter 7 Making sure your "home-base" is Optimized to Get The Max ROI from your Ads	
Chapter 8 Getting fully locked and loaded with your Google Ad Campaign	
Quiz 3	
Live Session#4 - Create a Google Ad or do a keyword research for SEO for your product or service.	05/12/2022
Assignment 4	05/12/2022
Module 5: Digital Marketing Analytics - Google Analytics	06/12/2022
Chapter 1 What is Google Analytics	
Chapter 2 How to Set Up Google Analytics	
Chapter 3 Understanding the Basics of Google Analytics	
Chapter 4 Google Analytics Reports	
Chapter 4.1 Google Analytics Real-Time Report	
Chapter 4.2 Google Analytics Audience Report	
Chapter 4.3 Google Analytics Acquisition Reports	
Chapter 4.4 Google Analytics Behaviour Reports	
Chapter 4.5 Google Analytics Conversion Reports	
Chapter 4.6 G4 Tools	
Quiz 4	
Live Session#5 – Use Google Analytics on your project – Conclusion –Guidelines for submission of the Final Project Based Assignments	12/12/2022
Assignment 5	
Deadline for Submitting Project Based Assessment	16/12/2022

Live Sessions:

All live sessions will be done in [Zoom](#) (links to be sent a day before the live) on the specific dates mentioned in **BOLD** in the Course Schedule above. The live sessions start at **16:00 (04:00 pm) Eastern European Standard Time or GMT +2hrs.** (2hrs duration maximum)

Dates not in bold are the release dates of the lessons, which means you will be able to access the materials and video courses on that date.

Link to Join Zoom Live Meetings:

<https://zoom.us/j/96362492719>

Meeting ID: 963 6249 2719

You may use a mobile device with Zoom access, but we suggest a computer/laptop for a better experience for you.

We positively encourage you to have your camera's ON, so that you can speak to each other when divided in groups freely and collaboratively.

Assessment & Certification:

With a successful:

- 70% and above mark on quizzes,
- 70% mark on your Final Project Based Assessment

You will obtain the Go Remote International Digital Marketing Course participation certificate approved by ECORYS which is the fund operator of the EEA Grants, Norwegian Grants of the Go Remote project.

We will have a creative, fun and productive learning experience together!

See you all soon.

Have Questions or Feedback for the Teacher? [Get In Touch.](#)
