



Duration:	6 weeks
Course:	Digital Strategic Marketing
Instructor:	Belinda Brady

Course Objective: This course will take a deep dive on how to leverage popular online marketing tools to reach online promotional and marketing objectives. This practical approach can benefit artists, freelancers and business executives.

As consumer behaviour has massively shifted to online platforms, the narrative has now changed. This paradigm shift has created massive opportunities for everyone in the game of marketing. As a result, there are no barriers for artists, freelancers or businesses to directly reach and engage with their target audience, build long term relationships and create and increase revenue.

It is also essential to understand the power of analytics and leveraging data. The numbers don't lie. It is critical to leverage tools like Google Analytics that provide free insight on whether or not online strategies are working effectively. The course will provide an understanding of Google Analytics and a practical approach on how to maneuver through the tool, how to read the data, and how to use it to make better business decisions.

Bio: Senior Digital Marketing Expert & Strategist. University of Liverpool, Master Business Administration. George Brown College, Associate's Degree, Marketing.

Week	Topic
1	Digital Marketing Strategy for (Musicians & Executives)
2	Google AdWords
3	SEO
4	Google Analytics
5	You Tube
6	Facebook and Instagram Sponsored Ad

Note: Each class will have a practical component.