

## Google Digital Marketing and E Commerce

### [Foundations of Digital Marketing and E-commerce](#)

**18 hours**

#### **What you'll learn**

- Define the fields of digital marketing and e-commerce
- Describe the job responsibilities of an entry-level digital marketer and e-commerce specialist
- Explain the concept of a marketing funnel
- Understand the elements and goals of a digital marketing and e-commerce strategy

#### **Skills you'll gain**

Social Media Branding

Social Media Analytics

Social Listening

Customer Engagement

Social Media Bidding

### [Attract and Engage Customers with Digital Marketing](#)

**21 hours**

#### **What you'll learn**

- Recognize strategies to build brand awareness among potential customers
- Explain the purpose of SEO (search engine optimization) and essential SEO terms
- Optimize website content for SEO
- Understand search engine marketing (SEM) and how it benefits businesses

#### **Skills you'll gain**

E-Commerce Strategy

Seasonality

E-commerce platforms

Fulfillment and delivery

Website Structure

### [From Likes to Leads: Interact with Customers Online](#)

**27 hours**

#### **What you'll learn**

- Define social media marketing and describe its purpose
- Identify core pillars of social media marketing: strategy, planning and publishing, listening and engagement, analytics and reporting, advertising

- Define the goals of a social media campaign
- Write, design, and repurpose engaging content for social media

#### **Skills you'll gain**

Search Engine Optimization (SEO)

Google

Search Engine Marketing

Customer Awareness

Website Structure

### [Think Outside the Inbox: Email Marketing](#)

**25 hours**

#### **What you'll learn**

- Understand how email marketing fits into a digital marketing strategy
- Write effective email copy, subject lines, and preview text
- Test, execute, and optimize an email marketing campaign
- Measure and analyze email campaign results

#### **Skills you'll gain**

Customer Relationship Management (CRM)

Portfolio preparation

Building customer loyalty

E-commerce store optimization

Job preparedness

### [Assess for Success: Marketing Analytics and Measurement](#)

**26 hours**

#### **What you'll learn**

- Define media planning and strategies
- Describe what defines a successful marketing campaign
- Evaluate metrics against performance goals and make adjustments to a marketing budget or strategy
- Create presentations and reports to update stakeholders on the progress or success of a marketing campaign and important insights

#### **Skills you'll gain**

E-Commerce

Customer loyalty

Customer Outreach

Marketing

Marketing Analytics

## [Make the Sale: Build, Launch, and Manage E-commerce Stores](#)

**23 hours**

### **What you'll learn**

- Understand essential e-commerce strategies and practices
- Explain what e-commerce stores and platforms are and how they work
- Create an engaging customer experience online using best practices
- Set up a mock e-commerce store using Shopify

### **Skills you'll gain**

Media planning and strategies

Spreadsheet management

Presenting to stakeholders

Marketing Analytics

Digital marketing KPIs

## [Satisfaction Guaranteed: Develop Customer Loyalty Online](#)

**26 hours**

### **What you'll learn**

- Identify common strategies for building customer loyalty in e-commerce
- Successfully manage client relationships and measure satisfaction
- Find, apply for, and prepare for interviews and jobs
- Put together a portfolio and/or resume to present to employers

### **Skills you'll gain**

Email marketing analytics

Email Writing

Contact management

Email marketing strategy

Email list segmentation