



**BUILD DATA-
DRIVEN SKILLS
WITH**

**DIGITAL
MARKETING
(ACE CREDIT®)**

PLACE ORGANIZATION NAME HERE

WHY TAKE DIGITAL MARKETING (ACE CREDIT®)?

Build the skills needed to succeed in today's fast-paced, data-driven marketing landscape. This bundle introduces you to the core principles, tools, and strategies behind effective digital marketing. Through expert insights and real-world applications, you'll learn how to attract, engage, and convert audiences across digital channels. From content creation to analytics and automation, this program equips you with practical knowledge you can apply immediately, whether you're launching a marketing career or enhancing your current role.

WHAT WILL I LEARN?

Completing this program prepares you to:

- Develop and execute a comprehensive digital marketing strategy
- Create effective content that attracts, engages, and converts target audiences
- Apply search engine optimization (SEO) techniques to improve online visibility
- Plan and manage paid search and digital advertising campaigns
- Use conversion rate optimization strategies to improve campaign performance
- Analyze marketing performance using analytics tools
- Leverage marketing automation to streamline campaigns and improve efficiency
- Build and manage social media marketing efforts across platforms
- Optimize marketing strategies for mobile audiences
- Interpret data to make informed, results-driven marketing decisions

For more information and a complete list of courses, visit:

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A SAMPLE OF COURSES INCLUDED:

Digital Marketing Introduction Course (ACE CREDIT®)

This course introduces the topics covered in this bundle and the process for earning ACE CREDIT®.

Content Marketing

This course offers an introduction to content marketing, a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience.

Conversion Rate Optimization

In this course, learners will discover the five key steps to conversion rate optimization and how the process interacts with other facets of digital marketing.

Digital Marketing Strategy

This course offers a step-by-step introduction to the process of creating such a strategy, with an emphasis on key concepts, definitions, and metrics.

Google Analytics 4

This course will give you a basic overview of Google Analytics, ranging from account setup to platform navigation.

Marketing Automation

This course is designed to help learners develop a solid understanding of the basic concepts and techniques that they will encounter as practitioners in the marketing automation field.

Mobile Marketing

This course offers an introduction to mobile marketing, looking at strategies for reaching target audiences through multiple channels, including websites, email, social media, and mobile apps.

Digital Marketing Final Exam (ACE CREDIT®)

This is the final exam course for this ACE CREDIT®-bearing bundle.

Digital Marketing (ACE CREDIT®) courses are available 100% online.

The courses carry:

ACE Credits | IACET CEUs | HRCI Credits | ATD CI Credits | SHRM Credits | PMI PDUs | AMA PCM CEUs | Business Acumen PDUs | Power Skills PDUs | Ways of Working PDUs

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