



MarketWise

Online Professional Training Course

Course

MarketWise is taught by digital marketing professionals with years of experience and dozens of successfully implemented cases.

Hands-on Training

Learn to use state of the art digital marketing tools.

Online Community

From classroom environment and case studies.

Placement Assistance

Guidance in writing your CV and honing job interview skills, LinkedIn connections and more.

MarketWise Course

Topics

- SMM (Social Media Marketing)
- AI for Marketing
- Brand management
- Targeting
- Influencer marketing
- Digital marketing
- Web-development

Who is the MarketWise Course for?



Marketing newbies

You will learn a new area of marketing and become a more in-demand specialist as well as how to effectively promote any project on the Internet.



Emerging professionals

Great for you if you have decided to expand skills in your own or a related field and qualify for a higher income

One-year hybrid online course

Learn all the skills you need to get a job in this in-demand field

Work from home with flexible hours earning competitive compensation

SMM

Identify your target audience

Learn how to segment your client audience, determine their needs, and develop ads that will hit the exact target.

Choose promotional tools

Understand how to build SMM-strategy: to choose social networks for the launch of advertising campaign, design business profiles, work with bloggers and use situational marketing.

Run targeting ads

You'll get to know how social network ad offices work, learn how to design ads, set up campaigns and evaluate their effectiveness.

Create content

You'll learn how to make content plans and develop creative for social networks: how to write texts, create advertising graphics and process video.

Work with your audience

Master community management: build active communities in social networks, learn how to communicate with your audience, build brand voice and create engaging campaigns.

Analyze Metrics

Learn to evaluate the effectiveness of SMM promotion and adjust your strategy. You will understand where to look for the necessary data, how to read them and present reports to the customer.

Hard skills:

- Facebook/Instagram insights
- Ads manager
- Brand voice building
- Business profile design

SMM: SKILLS

This program aims to teach you how to promote your business on social networks, create engaging content, communicate with your audience and run ads.

Diving into strategy

Understand the role of SMM strategy in business.

Learn to brief customers, analyze competitors and the target audience, make portraits of the target audience and speak the same language.

Understand what KPIs are and how to define them correctly. You will be able to solve the tactical tasks of the brand.

Content for social networks

Get to know the main types of content and understand their role in marketing.

Learn how to shape the tone of voice.

Learn how to find topics for posts, create a rubricator and a content plan.

Text and Visuals

Learn how to create texts and visuals.

Get acquainted with tools for creating photos and videos and services for checking text for grammatical and stylistic errors.

Learn how to give tasks to copywriters and designers.

Promotional tools

Learn how to get your first subscribers with the help of the site, newsletters, and people you know.

Learn how to promote accounts through content, targeted advertising, contests and giveaways.

Understand how to work with bloggers and affiliate accounts. Learn how to manage a community

Data Analytics

Learn how to analyze accounts using internal social network statistics, investigate accounts and work in the analytics services like Google Analytics

AI FOR MARKETING: TOPICS

AI-Driven Market Analytics

Discover how AI tools can help you analyze the market landscape and evaluate competitors, gaining valuable insights into market dynamics and make data-driven marketing decisions.

AI- Powered Brand Evaluation

Utilize AI to assess your brand's position in the market, conduct SWOT analyses, identify growth opportunities, and set achievable goals for brand development.

Personalized Audience Engagement

Learn how to leverage AI-generated customer insights to effectively engage with your target audience, crafting marketing messages and campaign tailored to their preferences and interests.

AI-Assisted Brand Positioning

Shape your brand platform with AI support, define an effective tone of communication, and determine optimal product pricing to create a strong and appealing brand identity.

AI-Enhanced Marketing Campaigns

Harness the power of AI in planning and executing marketing campaigns, setting discounts and calculating promotional budgets for maximized campaign effectiveness and ROI.

Hard skills:

- Generative AI
- Prompt Engineering
- Prompts for images
- Google Bard, Bing, ChapGPT

AI FOR MARKETING: SKILLS

Learn how to leverage the power of artificial intelligence in marketing, harness customer insights, and optimize campaigns for maximum impact.

AI-Enhanced Content Creation

Learn how to leverage AI tools like ChapGPT and Google Bard to generate engaging and personalized marketing content.

Streamline the content creation process and enhance creativity.

AI-Driven Competitor Analysis

Acquire skills to conduct data-driven competitor research using AI tools like Bing and other analytics platforms.

Gather valuable insights and make informed marketing decisions to stay ahead in the market.

AI Social Media Strategies

Explore how AI can be integrated into social media marketing using tools like Hootsuite and Sprout Social.

Automate posting schedules, analyze performance data, and create visually compelling content to maximize brand reach and engagement.

AI-Driven Image Creation and Design

Develop expertise in using AI tools for AI-driven image creation and design, explore prompting tips for image creation.

Learn to evaluate various AI tools, such as Google BARD, Bing, and ChatGPT, for their effectiveness in generating images and designs for marketing posts.

BRAND MANAGEMENT: TOPICS

Analyze the market and competitors

Conduct market research, evaluate competitors and market dynamics.

Evaluate the brand

Determine brand's place in the market, conduct SWOT analysis, look for growth points and set achievable goals.

Engage the target audience

Gather information about potential customers and present the brand in a way that the target audience is interested in it.

Position the brand

Shape your brand platform, define an effective tone of communication and price your products.

Launch new products

Plan product launches that are aligned with brand positioning, and successfully present new products to customers and employees.

Launch marketing campaigns.

Plan and execute marketing campaigns, set discounts, and calculate promotional budgets.

Hard skills:

- Market analysis
- Project management
- Brand platform
- SWOT analysis

BRAND MANAGEMENT: SKILLS

Learn how to develop marketing campaigns and build a brand that customers will love from the ground up.

New Product Launch

Learn about the role of the brand manager in product launches.

Learn the prerequisites and basic stages preceding a product launch.

Create launch concepts when there is an idea but no product, and when there is a product and no idea.

Understand how to calculate sales forecasts and the business result of the launch.

Target Audience

Learn how to define a brand's target audience, collect data and describe it correctly.

Get familiar with the concept of insight,

Understand its role in brand positioning, and learn how to formulate an insight for your audience.

Brand Positioning

Learn what the Tone of Voice of the brand is and how to define it. You will understand what tasks brand positioning solves.

Analyze examples of positioning in different companies.

Prepare the platform and brand pyramid and describe them with the help of presentations and wiseboards.

Market Research

Learn the methodology of qualitative and quantitative research and how it is conducted.

Learn how to order research from an agency. Prepare a brief for quantitative research.

Market Analysis

Learn how to determine the attractiveness of markets and their segments and analyze the major market players.

Learn how to formulate prerequisites for strategic decisions.

Begin to understand the reports on market share changes and identify the most significant trends in the market.

TARGETING: TOPICS

Set up and run social media ads

Understand how to run targeted ads on Facebook, Instagram and other platforms.

Develop promotional strategies

Learn to identify strategies for different types of businesses and monitor their implementation.

Analyze your competitors

Understand how to work with competitor data collection tools: learn about their audience, creatives and traffic.

Collect analytics

Learn to analyze traffic across all channels with Google Analytics so you can evaluate the effectiveness of your campaigns.

Use creative for ads

Get to know how to develop creatives for stories, news feeds and teasers in online editors.

Promote mobile apps

Learn how to promote apps in the Facebook ad cabinet and drive visitors back with a pixel.

Hard skills:

- Facebook Ad cabinet
- Google Analytics
- A/B testing
- Pixel

TARGETING: SKILLS

Learn how to set up targeted advertising in social networks, generate creatives and collect analytics for all channels. You will be able to reduce advertising costs and effectively promote your business online.

Facebook Ads Managers

Learn how to work with the Facebook Account and create campaigns on Facebook and Instagram.

Learn the basic principles of campaign setup.

Understand how to manage all your advertising accounts in one place using Business Manager.

Learn how to run ads for different business purposes, optimize advertising campaigns, test target audiences and creatives.

Targeting Settings

Learn how to select your audience in the "Detailed targeting" section and search for target groups similar to your clients.

Understand how to show ads to people who have already interacted with your product.

Google Analytics

Learn how to work with Google Analytics: set up counters, customize goals, count conversions with standard and customized reports.

Understand what pent-up demand is and how to get users to the target action.

Mobile App Promotion

Learn how to promote both mass-market and niche applications. Learn how to use the SDK to calculate and optimize ads.

Get to know how to be able to set up retargeting to bring users back to the app.

INFLUENCER MARKETING

Collaborate with influencers

Create an influencer marketing strategy to promote the brand and your product.

Become an expert in Social Networks

Work with bloggers of different platforms and spread your message.

Create, create and create!

Develop creative proposals and adapt them to the format of the particular blogger.

Evaluate your campaign progress

Set up KPIs for influencer marketing campaigns and evaluate the results of engaging and captivating the audience.

Get familiar with professional tools

Recruit bloggers through online services or agencies for the purpose of short- and long-term cooperation.

Learn how to prepare financial instruments

Draw up contracts, monitor billing and prepare reports.

Hard skills:

- Project management
- LiveDune
- NativeFlow
- YouScan

INFLUENCER MARKETING: SKILLS

Learn how to build an influencer marketing strategy for any business: select bloggers, create creatives, prepare successful advertising campaigns and analyze the results, and ultimately attract customers through opinion leaders

Influencer Marketing Strategy

Learn how to create an Influencer Marketing strategy, set goals and objectives.

Learn examples of good and bad strategies.

Learn how to analyze any brand, audience and competitors.

Develop a checklist with criteria for a good strategy.

Briefing and setting goals

Learn how to brief bloggers, define goals, and set metrics for an advertising campaign. Break down examples of successful and unsuccessful ad campaigns.

Develop a checklist for evaluating an advertising campaign.

Creative proposal

Understand how to develop campaigns in Influencer Marketing and where to get inspiration for your own ideas.

Study examples of good and bad creative. Learn how to turn an idea into a sales presentation.

Analytical and Planning tools

Understand how to analyze, position a brand and manage its online reputation.

Understand how to work with analytics systems LiveDune, Nativeflow, YouScan

Identify fake statistics and inflated indicators in bloggers

Contracts and Reports

Learn how to draw up contracts with bloggers and control billing.

Understand how to prepare estimates and quotes for your services.

Learn how to report on the results of the advertising campaign.

DIGITAL MARKETING: TOPICS

Develop digital strategies

Learn how to develop and launch comprehensive product and project release and to development strategies.

Research the market

Recognize leading trends in the market, combined with a detailed study of the target audience and the activity of competitors.

Find insights with Cust Dev

Conduct in-depth interviews and gather focus groups to identify behavioral patterns, fears, pains, and desires of the audience.

Target audience segment

Understand how to identify ways of communication and points of contact with segments of the target audience and correctly position the company for each segment.

Media planning

Learn how to choose advertising media, forms of advertising, optimal place and time of advertising, to achieve a specific goal.

Track metrics and prepare reports

Understand how to set interim and final KPIs to track progress and prepare materials that capture all results.

Hard skills:

- Market Analysis
- Project management
- CustDev
- CJM

DIGITAL MARKETING: SKILLS

Learn how to develop and launch a multichannel promotion strategy for any company to increase market share & sales

Market Analysis

Understand how to segment the audience and customer base and build the right positioning of the company.

Create a portrait of your target audience.

Learn quantitative and qualitative research techniques.

Understand how to identify key competitors and learn how to analyze them properly.

Value Proposition

Understand brand positioning and pyramid. Learn what factors influence brand trust.

Learn how to search for customer pains, formulate insights and build hypotheses of brand positioning.

Customer Development

Get acquainted with the methodology of CustDev and learn what stages it consists of.

Get to know how to conduct interviews, receive feedback from users and analyze it.

Understand how to write scripts and scripts for interviews.

CJM

Learn how to build and use the Customer Journey Map (CJM) to understand the customer journey before they buy a product and what problems they face.

Learn how to segment and interview your target audience using JTBD surveys.

Understand how to set objectives for advertising campaigns and properly define KPIs.

Idea Generation

Master brainstorming techniques and learn how to test hypotheses.

Get to know the Growth Hacking methodology and understand why it promotes business growth.

WEBSITE DEVELOPMENT: TOPICS

Make online-sites for various tasks

Learn how to design, assemble sites from blocks and design content. Understand the features of online stores, web pages, blogs, news and longreads.

Configure CRM and form submission

Understand how the built-in CRM of Tilda works. Collect and process leads, create forms, and retrieve data from them in Google Spreadsheets.

Analyze website performance

Learn to read data from built-in analytics and use Google Analytics. Learn how to put pixels in Facebook.

Use custom code

Learn how to use widgets and scripts in HTML and JavaScript and understand how to put custom code on the site.

Work with a Business Client

Learn how to brief a client using internal social network statistics, investigate accounts, understand business objectives, present finished projects and use services like Google Analytics.

Hard skills:

- Tilda
- Wix
- CRM
- HTML
- JavaScript
- Google Analytics

WEB-DEVELOPMENT: SKILLS

Basic Design Principles

Learn to draw an attractive design from scratch.

Maintain visual hierarchy and order

Create the right mood and manage attention with animation.

Tilda/Wix Layout

Master the Zero Block approach to layout and adaptation that professional designers use.

Learn how to combine blocks from the library and Zero Block.

PRO Features

Understand the advanced features of the platform to create multi-page websites, online stores and online publications.

Learn how to work with code modifications

Web Analytics

Learn how to develop the structure of a selling website, fill it with information and connect all the necessary features.

Understand the principles of web analytics

Understand how to measure website traffic or learn about user behavior on its pages.

Release

Learn how to deliver to your customer a site that will be ready for promotion.

Understand all the necessary settings for SEO, as well as contextual and targeting advertising.



MarketWise

Online Professional Training Course
Training individuals for success!

Chana Ratner
office@careerwise.info
<https://www.careerwise.info/>
052 713 4917