

# **DIGITAL MARKETING** **CERTIFIED ASSOCIATE**

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simpli|learn

# CONTENTS





## MODULES:

- 01: Search Engine Optimization
- 02: Social Media
- 03: Content Marketing
- 04: Email Marketing
- 05: Mobile Marketing
- 06: Pay Per Click (PPC)
- 07: Conversion Optimization
- 08: Web Analytics
- 09: Programmatic Buying
- 10: Marketing Automation
- 11: Digital Marketing Strategy

## TOOLS:

- 01: Google Analytics : Specific Techniques and Reports
- 02: Google AdWords Fundamentals
- 03: Facebook Marketing and Advertising
- 04: YouTube and Video Marketing
- 05: Twitter

## Key Features: The Simplilearn Difference

-  Dream team of Digital marketing authors to prepare you for your digital marketing role
-  Preparation for OMCA, Google AdWords, Google Analytics, Facebook, and YouTube Exams
-  4 real life projects to make you job ready
-  Imparts in-depth knowledge on 8 topics, 11 domains and 5 tools.





## Lesson 2 - On-Page Optimization

This lesson covers the signals search engines use to determine the best search results for any query along with their classification based on relevancy and popularity. It also discusses on-page or relevancy factors, including title tags, header tags, URLs, and Alt Text.

## Lesson 3 - Off-Site Optimization

In this lesson, you will look at hyperlinks and the principles of link building that every SEO professional must know. You will learn how the value of a backlink is determined and how this affects page ranking.

## Lesson 4 - Duplicate Content

In this lesson, you will see how duplicate content is one of the most common problems encountered in SEO. You will learn sources of duplicate content and look at solutions to fix duplicate content.

## Lesson 5 - Keyword Research and Competitive Intelligence

This lesson demonstrates how keyword research—and specifically user intent—is the foundation of SEO strategy. You will look at basic methods of keyword research and recognize the impact of targeting short-tail versus long-tail queries.



## Lesson 6 - Design and Architecture

In this lesson, you will look at design best practices that users expect across the web which also help in search engine ranking. You will also look at elements that have to be optimized purely from a search engine perspective.

## Lesson 7 - Local SEO

This lesson explains how the emergence of mobile devices and location-aware technologies like GPS has led to the rise of local SEO. You will also learn about important on-page signals in local SEO.

## Lesson 8 - SEO Measurement

In this lesson, you will look at search engine rankings versus conversions as measures of SEO performance. You will identify which one of these is the best measure and why.

## Lesson 9 - Algorithm Updates and SEO Changes

This lesson covers the impact of Google algorithm updates such as Panda, Penguin, and Not Provided on SEO. You will learn about optimizing websites to meet changing search engine requirements and the importance of creating high-quality content.

## Lesson 10 - Integrating SEO with Other Disciplines

In this last lesson, you will learn about the importance of user experience in SEO, the role of SEO in the overall digital marketing landscape, and areas of overlap with other disciplines. You will also learn about the importance of analytics in SEO success.



### About the Author

Danny Dover is the author of “Search Engine Optimization (SEO) Secrets” and the former lead SEO at Moz



# Social Media Foundations

*Social media is about people connecting with each other and sharing content. It represents a huge opportunity for big and small brands alike to engage with people across various demographics—and drive traffic to their websites.*

*In this course, you will learn the importance of building a social media strategy and how to strengthen your social media presence. You will learn about the variety of social media channels: blogs, microblogs, social networks, media sharing sites, social review sites. You will also look at engaging with influencers, as well as how to manage your social media reputation and measure performance against social media goals.*

## Lesson 1 - Introduction to Social Media

In this lesson, you will understand the potential of using social media for business and the interaction between paid, earned, and owned media. You will also look at linking Social campaigns with business goals and recognize the importance of a social media Home Base.

## Lesson 2 - Making the Message Stick and Spread

This lesson explains the appeal of viral marketing and the four commandments of viral. You will identify the reasons that prompt people to share content and how to find the balance between brand-driven messaging and sales-driven messaging.

## Lesson 3 - Social Media Channels

In this lesson, you will learn about the landscape of social channels available for your business with an in-depth look at various channels: blogs, microblogs, social networks, media sharing sites, and review sites. You will study the best practices for each of these channels.

## Lesson 4 - Engaging with Influencers

This lesson explains the different types of influencers and their specific traits. It also talks about locating influencers and how to pitch them. It describes the eight-step process of reaching out to and pitching influencers, and tracking the results.

## Lesson 5 - Listening and Reputation Management

In this lesson, you will look at the essential practice of managing your social media reputation by identifying places to “listen” online and methods to communicate with upset customers. You will understand how customer chatter can ultimately help improve your brand.

## Lesson 6 - Social Media Measurement

In this lesson, you will identify the three areas of measurement: Engagement, Promotion, and Conversion. You will also look at outlining a social media funnel and identify metrics associated with each stage.

## Lesson 7 - Integrating Social Media with Other Disciplines

In this last lesson, you will identify the marketing disciplines that complement social media, and also how social media benefits, overlaps with, or draws from other channels.



### About the Author

Jennifer Evans Cario is President of Sugar Spun Marketing, and a social media strategist. She also serves as Adjunct Professor for Rutgers University's online Social Media Mini MBA program. She is the author of three books, including “Pinterest Marketing: An Hour a Day”.



# Content Marketing Foundations

*Content marketing enables marketers to distribute relevant and valuable content to attract customers. This content can be in the form of videos, articles, blog posts, guides, white papers, and more. In this course, you will learn about the importance of content marketing, content marketing strategy, and overseeing a content marketing program.*

*When you have finished this course, you will be familiar with content marketing tactics and creating content for social media platforms, as well as budget and measurement considerations in content marketing.*

## Lesson 1 - Introduction to Content Marketing

This introductory lesson explains what Content Marketing is, its origins, and how it can enhance your online marketing efforts. You will look at effective content marketing strategies as well as the cost of not having a content strategy in place.

## Lesson 2 - Content Marketing Strategy

This lesson explains how to create a content strategy and brand story that identifies key opportunities for your organization. You will look at creating a playbook for your content program and overcoming budget issues. You will also learn how to measure performance against the content strategy.

## Lesson 3 - Overseeing a Content Marketing Program

This lesson explains the need for a content marketing team and how Content Marketing complements Social Media and SEO. It also describes how influencers and evangelists contribute to the engagement model of marketing as against the traditional exposure model.







# Email Marketing Foundations

*Email has been viewed as a spammy channel in the past, but today it has made a comeback as a powerful marketing tool. In this course, you will learn how email can be effectively used to create a loyal base of engaged customers.*

*After completing this course, you will be familiar with basic email terminology, understand how to build and maintain a mailing list, and avoid spam reports. You will also learn about measuring the performance of email campaigns and how to automate your email campaigns.*

## Lesson 1 - Introduction to Email Marketing

This introductory lesson charts the email marketing journey from being known more for spam, to a key part of the digital marketing landscape. It also covers basic email marketing terminology, how messages are delivered to recipients, and email-specific metrics.

## Lesson 2 - Spam

In this lesson, you will learn how spam is defined and how key laws regarding spam affects marketers. You will also learn about spam filters, the types of signals that trip them, and how to avoid your email marketing messages being identified as spam.

## Lesson 3 - List Building and Management

In this lesson, you will become familiar with the tactics to build a list of email subscribers and the basic tasks involved in maintaining a high-quality email list. You will also look at the risks and benefits of buying email lists.

## Lesson 4 - Elements of an Email

This lesson describes the different elements of an email and their purpose. It tells you how multiple elements, when put together correctly, can increase click-through and conversion rates.

## Lesson 5 - The Process of Measuring Email

In this lesson, you will learn about the stages of the email measurement funnel. You will learn about various types of emails, and measure and benchmark them according to their purpose. You will look at the efficacy of email marketing compared to other channels.

## Lesson 6 - Marketing Automation

In this lesson, you will learn in detail about marketing automation and how it can benefit email marketing. You will look at examples of automated campaigns, understand how to schedule one, and identify how automation can help create more personalized messages.

## Lesson 7 - Integrating Email with Other Disciplines

In this lesson, you will see where email marketing fits into the digital marketing mix and how to combine it with other disciplines to create successful campaigns. You will learn how the email channel can be strengthened by content marketing, conversion optimization, and analytics.



### About the Author

Matt Bailey is the founder and president of SiteLogic, and the author of “Internet Marketing An Hour A Day”.





# Mobile Marketing Foundations

*As mobile devices have become ubiquitous, marketers cannot afford to ignore this channel. Customers increasingly expect to engage with brands and businesses via mobile, regardless of size. In this module, you will look at various Mobile products and services, and how to use them to build an effective marketing campaign.*

*After completing this course, you will be familiar with building loyalty programs with Mobile, the significance of location-based technologies, and opportunities in mobile advertising. You will also learn to recognize the needs of mobile audiences, understand rules and regulations surrounding mobile marketing, and how to go about mobile measurement.*

## Lesson 1 - Introduction to Mobile Marketing

In this introductory lesson, you will understand the importance of mobile marketing, its need in the current digital landscape, and how it complements other marketing channels. You will learn how to distinguish between mobile advertising and mobile marketing.



## **Lesson 2 - Products and Services**

In this lesson, you will learn about various products and services in mobile marketing such as MMS and SMS. You will also look at examples of location-based technologies and learn how web content has to be modified for mobile devices.

## **Lesson 3 - Incentives and Loyalty Programs**

This lesson describes mobile incentives and how they can contribute to the bottom line. It covers the rules impacting mobile loyalty programs and the best practices for running an SMS loyalty program.

## **Lesson 4 - Location Opportunities**

In this lesson, you will delve into the details of location-based mobile services and see how it involves the concept of explicit content. You will learn about the importance of local SEO and the advantages of using these technologies to reach mobile users with powerful incentives.

## **Lesson 5 - Mobile Advertising**

In this lesson, you will learn to define mobile advertising and identify available ad types. You will also look at successful mobile advertising campaigns and the KPIs that define mobile advertising success.

## **Lesson 6 - Mobile Audiences**

In this lesson, you will learn about general characteristics of mobile users and preferred mobile content formats. You will learn about mobile-friendly technologies that you can include in your campaign along with customizing content for mobile devices.

## **Lesson 7 - Rules and Regulations**

This lesson discusses some of the major rules and regulations impacting mobile marketing and familiarizes you with the Mobile Marketing Association's general code of conduct. You will also briefly look at the regulations and penalties associated with major spam laws.

## Lesson 8 - Mobile Measurement

In this lesson, you will look at the possibilities and limitations in measuring mobile marketing efforts. You will also see how to correlate key metrics to track mobile services.

## Lesson 9 - Mobile and other Disciplines

In this final lesson, you will learn how mobile depends on and complements other digital marketing channels, and why having a mobile-friendly website is crucial for email and SEO success. You will also look at the importance of analytics in mobile marketing.



### About the Author

Jeff Hasen is the founder and president of mobile consultancy Gotta Mobilize and author of two books, “The Art of Mobile Persuasion” and “Mobilized Marketing”.





# Pay-Per-Click Foundations

*Pay-Per-Click (PPC), or paid search, enables advertisers to reach the audience they want, when they want, and at the budget they want. In this course, you will learn the basics of paid search and how to set up and organize a paid search account. You will compare different buying funnels and learn how to modify your PPC strategy based on the buying funnel structure.*

*After completing this course, you will be able to execute a PPC auction, targeting options, and keyword research. You will also learn how to create compelling ads, measure goals and adjust bidding options, and conduct a PPC audit.*

## Lesson 1 - Introduction to PPC

In this introductory lesson, you will learn how to define PPC, or paid search, and distinguish between paid search and organic search results. You will look at how display advertising complements paid search. You will also learn about the PPC cycle.

## **Lesson 2 - Account Hierarchy**

This lesson describes the paid search account structure and organization in detail. You will also look at the settings at different levels of account organization.

## **Lesson 3 - The Buying Funnel**

In this lesson, you will look at buying funnel stages and how to match search queries to the different stages. You will also understand the concept of search sessions and how to provide appropriate information to move customers through the buying funnel.

## **Lesson 4 - The PPC Auction**

This lesson describes the PPC auction in detail, describing how ads are ranked in a search engines results page. You will also look at the concepts of quality score and its role in determining ad rank. Finally, you will see how to place bids appropriate to your PPC budget.

## **Lesson 5 - PPC Targeting Options**

In this lesson, you will learn how to correlate targeting options to campaign or ad group level settings. You will also identify the best practices for location, device, and time-frame targeting options. The lesson also covers targeting based on placement, context, and user interest.

## **Lesson 6 - Keyword Research**

In this lesson, you will learn how to categorize keywords and match different keyword types to different buying funnel stages. You will look at organizing your campaigns and ad groups to make them more effective, along with resources where you can find ideas for new keywords.

## **Lesson 7 - Creating Compelling Ads**

In this lesson, you will learn about different ad components and how to combine them to create effective ads. You will see how ads can be tested before they are launched and understand how extensions can improve click-through rates and user actions.







# Conversion Optimization

*Efforts in Digital Marketing should not only lead to increased traffic but also to higher conversions. If not done right, Digital Marketing can be a drain on your resources, without achieving desired results.*

*In this course, you will look at the main ingredients of good website testing practices and how a customer-centric approach can boost conversions. You will also cover pinpointing your marketing focus and your missed conversion opportunities with some critical tips and strategies.*

## Lesson 1 - Introducing Conversion Optimization

In this introductory lesson, you will learn how conversion optimization is not about making huge changes at once, but involves small incremental changes that can lead to big results. You will look at the traits of success in the world of Digital Marketing.

## Lesson 2 - Laying the Foundations of Conversion

This lesson explains why understanding how people make buying decisions is essential to optimize conversions. You will look at the concepts of information scent and AIDAS and their role in moving prospects through the conversion funnel.

## Lesson 3 - Getting to Know Your Customers

This lesson dives into the topic of online customer behavior and explores what a visitor reaching your website does. You will understand how you can model visitor behavior with personas as well as how to optimize your website for them.

## Lesson 4 - Creating the Message

In this lesson, you will learn the importance of website copy and how it can help turn visitors into customers. Find out what visitors expect to see on your website and how copy can be used to make your content engaging, credible, and convincing.

## Lesson 5 - Anatomy of a Landing Page

This lesson discusses the various elements on a landing page and how each element plays a role in creating a positive impression on visitors. You will look at how to optimize key elements and increase the impact of your landing page.

## Lesson 6 - Why Design Matters

In this lesson, you will see how design plays a vital role in the success of a landing page. Learn how design can be used to draw visitors' attention to particular element, and how this can boost conversions.

## Lesson 7 - Testing for Conversions

This lesson discusses the three key elements that, when present in the right mix, act as a catalyst for driving conversions. Learn how these elements are used to build visitors' confidence and get them to buy from you.

## Lesson 8 - Seeing the Bigger Picture

In this last lesson, you will learn how conversion optimization is used in conjunction with other digital marketing disciplines to maximize online marketing efforts and increase revenue for your business.



### About the Author

Lilach Bullock is highly regarded on the world speaker circuit, Lilach Bullock has graced Forbes and Number 10 Downing Street with her presence! She was listed in Forbes as one of the top 20 women social media power influencers and was crowned the Social Influencer of Europe by Oracle.



## Digital Analytics

*In the offline world, you might not understand where your customers heard about your business, what they looked at in your store, or even how their past purchases influence their current visit. Digital Analytics data can answer all of those questions and more.*

*In this course, you will learn how Digital Analytics can unlock a wealth of information to better inform business decisions. You will look at Digital Analytics maturity levels and how to assess your organization's strengths and weaknesses using a Maturity Model. You will learn about metrics, dimensions, and KPIs—and how to report and present the results of your analyses.*

*The course also discusses how to leverage the concepts and techniques of Segmentation and Lean Six Sigma to improve and refine your analyses as well as how to derive meaningful results your business can benefit from. Finally, you will look at best practices in tracking your campaigns, how to test your website components for conversions, and the significance of “multiplicity” in Digital Analytics.*



## **Lesson 1 - Introduction to Digital Analytics**

In this introductory lesson, you will learn what Analytics means in the present context and the changing role of a Digital Analyst. This lesson explains the evolution of Digital Analytics from Web Analytics, and the role of context and creativity in Analytics.

## **Lesson 2 - Organizational Maturity**

In this lesson, you will see how the unbiased and simple approach of the Digital Analytics Maturity Model can be leveraged to assess individual and organizational capabilities across key areas of maturity.

## **Lesson 3 - Building Blocks**

This lesson will give you a thorough understanding of the basic terminology in Digital Analytics, empowering you to effectively communicate with your team members as well as other stakeholders.

## **Lesson 4 - Management Perspectives of Digital Analytics**

In this lesson, you will look at how the role of an Analyst is informed by the end-to-end customer experience, and the extent of the analyst's influence on business, role as a change agent and responsibility towards privacy and ethics.

## **Lesson 5 - Key Performance Indicators (KPIs)**

This lesson discusses the importance of having a good KPI and what separates a good KPI from a bad one. You will see how writing a SMART objective can help you define what success means to your organization and how to measure progress towards the success you define.

## **Lesson 6 - Segmentation**

This lesson shows how segmentation can add context to otherwise meaningless aggregate data. You will learn how to choose segments related to Acquisition, Behavior, and Conversion, and transform how you analyze data.

## Lesson 7 - The Analysis Process

This lesson demonstrates how the proven approach of Lean Six Sigma can help digital analysts make decisions and optimize their online marketing efforts.

## Lesson 8 - Marketing Management

In this lesson, you will see how defining a campaign taxonomy is essential in identifying the best channel for your marketing efforts. You will also look at the concepts of assisted conversions and attribution models and how they help you make smarter campaign decisions.

## Lesson 9 - Experimentation and Testing

This lesson covers the techniques of A/B testing and multivariate testing, and how they can help digital marketers test various elements on a page that impact a purchase decision. These techniques aid in continuous improvement of websites and online marketing efforts.

## Lesson 10 - Reports and Dashboard

This lesson explains how reporting and dashboards help analysts effectively communicate the right metrics to the right people at the right time. The lesson covers visualization best practices as well as the soft skills required for effective communication.

## Lesson 11 - The Digital Analytics Stack

In this lesson, you will understand the significance of “multiplicity” in Digital Analytics and how to go about selecting the right Analytics tools for your organization from a complex and fast-evolving MarTech landscape.



### About the Author

Stéphane Hamel is a Google Product Strategy/Expert and is named the Most Influential Industry Contributor by the Digital Analytics Association. He has made significant contributions to the industry, including creating the Digital Analytics Maturity Model.



# Marketing Automation

*This course covers the basic concepts in marketing automation, what it is, and the impact it can have on customer engagement. By looking at how you can automate marketing messages based on time or event-based triggers, this course explains how you can build relevant conversations with your customers and increase revenue. You will look at how you can shape your automated campaigns to reward power users and build customer loyalty.*

## Lesson 1 - Introduction to Marketing Automation

In this introductory lesson, you will learn to define marketing automation and how it is used to reduce the time needed to convert a lead into a sale. Understand how automation helps to focus on promising leads and use timely communication to convert them into sales.

## Lesson 2 - Lead Capture and Nurture

In this lesson, you will dive into the details of how marketing automation enables building better relationships with leads as they move through your sales funnel, and learn about lead scoring and classification.

## Lesson 3 - Triggers and Series

This lesson discusses the concept of dynamic segmentation and how automatic communication can be triggered based on behavior. You will also look at how additional triggers are used to build a conversation with a customer and increase revenue.

## Lesson 4 - Drip Campaigns

In this lesson, you will look at creating a marketing automation strategy based on which stage of the buying cycle the customer is in. You will see how different channels are involved in lead generation and how these leads can be captured.

## Lesson 5 - Nurture Campaigns

This lesson discusses the different levels of lead nurture. Once you've captured a lead, you'll learn how to create a nurture campaign based on the lead's intent and urgency to make a purchase.

## Lesson 6 - Measurement Attribution

This lesson covers the metrics to assess marketing automation and how to calculate Lifetime Customer Value. It also lists different attribution models and explains how to select the attribution model for a given business type.

## Lesson 7 - Customer Journey

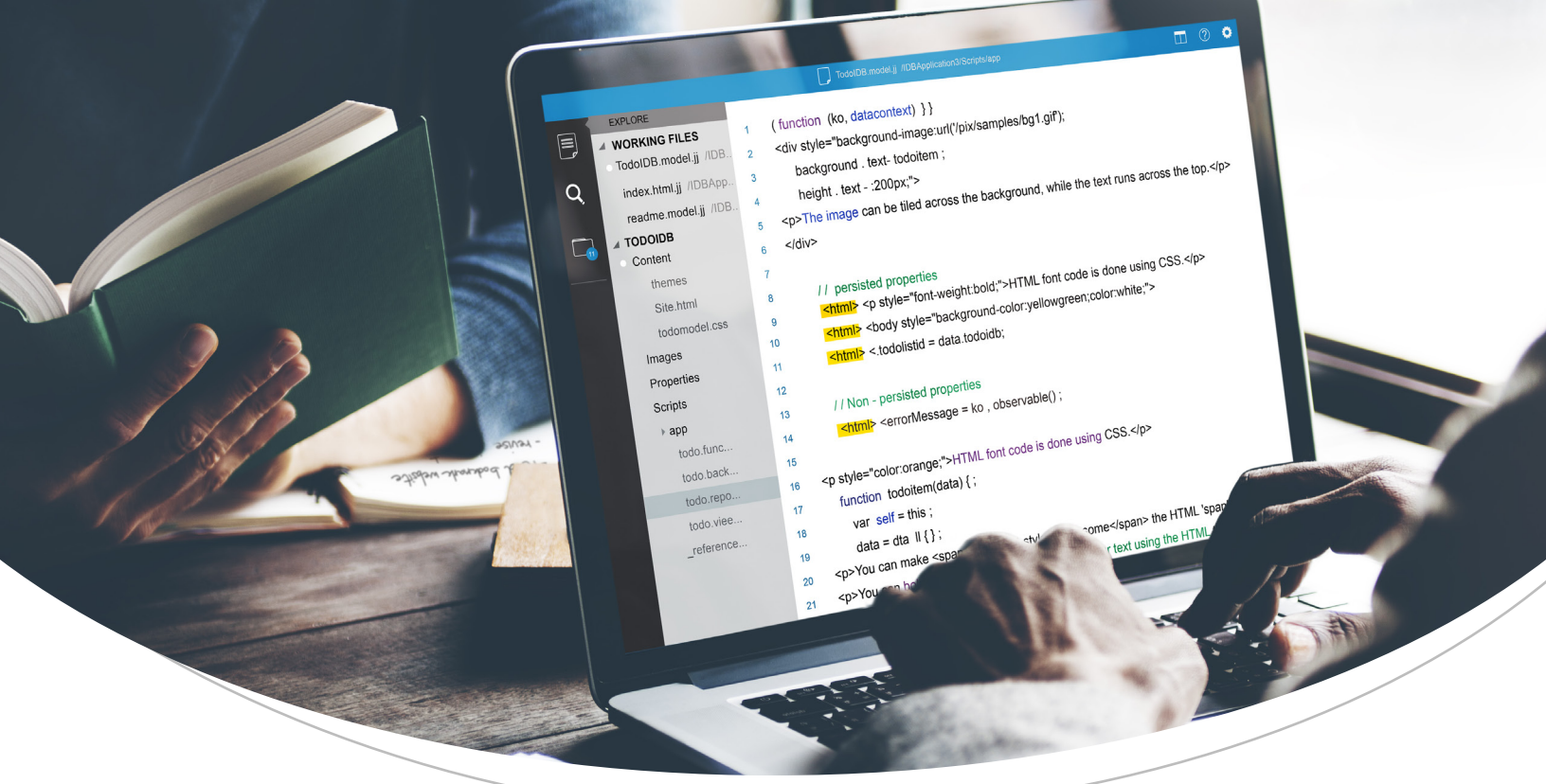
This lesson focuses on the customer experience and how it can be improved using marketing automation. Learn how to use marketing automation to build loyalty and provide additional value to your best customers.



### About the Author

Matt Bailey is the founder and president of SiteLogic, and the author of "Internet Marketing An Hour A Day".





# Programmatic Buying

*As the digital ecosystem is expanding, more businesses are moving to Programmatic Buying for their online advertising campaigns.*

*Programmatic Buying automates ad transactions through systems and algorithms that work in real-time. This course will take you through the intricacies of Programmatic Buying and how it can provide the most beneficial outcomes in display advertising.*

## Lesson 1 - What is Programmatic Buying

This introductory lesson covers the basics of Programmatic Buying and explains its rise as an increasing number of advertisers are optimizing for it. Understand how Programmatic can be used leveraged to enhance ad campaigns.

## Lesson 2 - Programmatic Buying vs. Traditional Paid Marketing Approaches

In this lesson, you will learn about the main players in Programmatic Buying and how Programmatic Buying works in comparison with the traditional ad marketplace. You will also look at using third-party Data Management Platforms to track user behavior.

## Lesson 3 - Programmatic Direct vs. Real-Time Bidding

In this lesson, you will learn how guaranteed or direct ad buying methods are different from Real-Time Bidding within the world of Programmatic Buying.

## Lesson 4 - Programmatic Workflow

This lesson dives into the workflow of Programmatic Buying, explaining the bidding process for a given ad space, and how the winning ad is selected. You will also look at the advantages of Programmatic to both advertisers and publishers.

## Lesson 5 - Targeting Strategies in Programmatic

In this lesson, learn how Programmatic Buying finds applications beyond acquiring new customers in lead nurturing and increasing connections with existing customers to provide a personalized marketing experience.

## Lesson 6 - Targeting Strategies in Programmatic

This lesson discusses why ad fraud is a major concern for advertisers and how to manage it with the help of Big Data and machine learning-enabled Programmatic Buying.



### About the Author

Matt Bailey is the founder and president of SiteLogic, and the author of “Internet Marketing An Hour A Day”.





# Digital Marketing Strategy

*With the ever-increasing scope of Digital Marketing, having a strategy in place is indispensable. Digital Marketing Strategy is knowing what to do, why, and how to do it. A written digital marketing strategy provides a tremendous amount of focus and clarity to digital marketers.*

*This course covers the details putting together a digital marketing plan that creates collaborative teams and a digital marketing program that empowers business. You will understand the importance and benefits of having a strategy and how you can use it for communicating brand value and improving ROI.*

## Lesson 1 - Digital Marketing Strategy

In this lesson, you will learn how to communicate your message clearly, in a way your products or services resonate with the benefits expected by customers. You will also look at how to plan the right mix of channels and how to manage and measure your campaigns.







# Facebook Marketing and Advertising

*Social media platforms present a big opportunity to advertisers to get their message in front of many users. With Facebook being the biggest platform today, advertisers must know their way around this platform to reach a wider audience. After completing this course, you will be able to build a marketing strategy for Facebook, understand the Facebook News Feed algorithm and how to use it, and integrate Facebook with other marketing efforts. You will also learn about Facebook ads, choosing ad types, and ad targeting.*

## YouTube and Video Marketing

*Today, internet users are consuming more and more content in the form of videos on their mobiles or desktops. Learning how to leverage video for marketing efforts has become essential for digital marketers. After completing this course, you will be familiar with video marketing strategies, techniques to gain exposure and measure impact, leveraging mobile video, and how to promote and measure mobile video.*





# Twitter Advertising

*Using Twitter Ads strategically can have significant benefits for your business: growing your customer base, amplifying your marketing reach, and building your brand in a way that truly impacts your bottom line. This course, developed in partnership with Twitter and delivered by Edric Subur from Twitter's Small Businesses Marketing Team, will show you how to leverage Twitter Ads for your business.*

## Lesson 1 - Introduction to Twitter Advertising

In this lesson, you will learn the uses of Twitter as an advertising channel covering Twitter Ads, how they appear on the user's timeline, different customer segments, targeting the right audience, formulating a good bidding strategy, and tailored targeting.

## Lesson 2 - Getting Started with Twitter Ads

In this lesson, you will gain a thorough understanding of how to set up and manage an ad campaign on Twitter. You will also get insights into the most effective way of driving conversions and incorporating trends in advertising to drive website/page traffic.

## Lesson 3 - Twitter Ad Campaigns

In this lesson, you will become familiar with the Twitter Ads dashboard, learning the functionality of each segment. You will learn how to create ads, set a budget, and select an audience, in addition to learning about the Twitter Audience Platform.

## Lesson 4 - Twitter Analytics

This lesson discusses Twitter Analytics: understanding the interface and navigating the dashboard. You will learn about setting up the conversion tag, which enables you to set milestones when advertising through Twitter.

## Lesson 5 - Case Studies, Tips, and Best Practices

This lesson presents case studies of two of the most successful Twitter campaigns from the past: Uber and Fred Hollows Foundations. This lesson also gives useful tips and tricks in creating successful Twitter Ads, along with best practices to ensure a high conversion rate.





## Trusted by Industry Leading Marketing Teams :



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