



The ABCs of Digital Marketing: Module 2 Ace Search Engine and Email Marketing

Course Overview

\$227

Dive into search engine optimization (SEO) and search engine marketing (SEM) strategies and learn how to conduct keyword research to optimize website content and drive organic and paid search performance. By the end, you'll be equipped with the tools and knowledge to enhance business performance and make strategic marketing decisions based on data-driven insights. Learn email marketing techniques to engage and convert customers and realize the importance of online reputation management to excel in digital marketing and stay ahead of the competition.

Approximately one week before the course starts you will receive a confirmation email that provides additional course details.

Prerequisite:

Completion of Module 1 or relevant experience

Select sections of CEMV 130 course may be eligible for the future skills grant. Learn more about eligibility and how to apply for funding by visiting cnc.bc.ca/futureskills.

Ready to Register?

[Request for Registration Online Form](#); and/or
[Sponsor an Employee Form](#)

FOR MORE INFORMATION:

P 250 561 5846
E continuinged@cnc.bc.ca
cnc.bc.ca/ce

**10 hours
offered in-person or
online asynchronous**

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2023F CEMV 130 101

Oct. 24 - Nov. 21, 2023

Tuesday | 6:00pm - 8:00pm

Registration recommended by
October 16, 2023

Please register before the recommended date as courses under-enrolled as of this date may be cancelled. Registrations after this date will be accepted if space is available.



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