

Digital Marketing Tools: A Practical Guide

Master essential tools for SEO, automation, and analytics to run effective marketing campaigns. For marketers and business owners.

Marketing Instructor: Jordan Mitchell • 5 sections • 51 lessons • 15.25h total

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About this course

Digital marketing involves dozens of tools, and picking the right ones can feel overwhelming. Many professionals waste time on platforms that don't fit their needs or miss key integrations that could streamline their work. This course cuts through the noise. You'll learn how to use core digital marketing tools through video lessons, real-world case studies, and practical exercises. We cover website builders, email platforms, SEO software, automation systems, and analytics dashboards, so you can build a toolkit that actually works for your goals.

Course curriculum

Core Platforms & Essential Channels

- **Navigating the Digital Marketing Tools Landscape (15m)**
Overview of key tool categories and how to evaluate options for your needs.
- **Selecting a Website Builder or CMS (20m)**
Compare modern platforms and choose based on features, cost, and scalability.
- **Building a Professional Website with Modern CMS (25m)**
Step-by-step setup of a site using popular CMS tools, focusing on user experience.
- **Email Marketing Platform Fundamentals (18m)**
Learn to set up and configure email tools for list management and campaigns.
- **Crafting Effective Email Campaigns (22m)**
Design and schedule emails that engage subscribers and drive conversions.
- **Social Media Management Tools Overview (16m)**
Explore tools for scheduling posts, monitoring engagement, and basic analytics.
- **Scheduling and Analyzing Social Media Content (20m)**
Hands-on guide to using scheduling tools and interpreting performance metrics.
- **Integrating Core Tools for Streamlined Workflow (14m)**
Connect website, email, and social tools to reduce manual work and improve efficiency.

Search Engine Optimization (SEO) Toolkit

- **Keyword Research with Modern Intent Analysis (20m)**
Use tools to find keywords based on user intent and semantic relationships.
- **Mastering Semantic Search and Long-Tail Keywords (18m)**
Strategies for identifying long-tail keywords that capture specific audience queries.
- **Conducting Technical SEO Audits (25m)**
Step-by-step audit using tools to identify and fix site health issues.
- **Improving Site Performance and Speed (22m)**
Tools and techniques to optimize loading times and user experience.
- **Backlink Analysis and Link Building (20m)**
Analyze backlink profiles and use tools to build quality links.
- **Competitor Research for SEO Advantage (18m)**
Benchmark against competitors using research tools to uncover opportunities.
- **On-Page SEO Tools and Best Practices (15m)**
Apply tools to optimize content, meta tags, and structure for better rankings.
- **Local SEO and Google Business Profile Management (16m)**
Use tools to enhance local visibility and manage business listings.
- **SEO Reporting and Progress Tracking (14m)**
Set up reports to monitor rankings, traffic, and SEO campaign success.

Content Creation & Visual Asset Tools

- **Collaborative Design Platforms for Marketers (18m)**
Learn to use design tools that allow team collaboration on creatives.
- **Creating Ad Creatives and Social Graphics (22m)**
Step-by-step guide to designing visual assets for ads and social media.
- **Video Creation Software for Short-Form Content (20m)**
Explore tools for producing engaging videos for platforms like TikTok and Reels.
- **Editing and Optimizing Marketing Videos (25m)**
Techniques to edit videos for clarity, engagement, and SEO.
- **Tools for Live Streaming and Real-Time Content (16m)**
Set up and use live streaming tools for interactive marketing.
- **AI-Assisted Writing for Content Drafting (14m)**
Use AI tools to draft and refine marketing copy efficiently.
- **Optimizing Content for SEO and Readability (18m)**
Apply tools to improve content structure, keywords, and engagement.
- **Graphic Design Essentials for Non-Designers (12m)**
Quick tips and tools to create professional-looking designs without a design background.

Marketing Automation & Customer Journey

- **Introduction to Marketing Automation (15m)**
Understand automation concepts and how they apply to marketing workflows.
- **Setting Up Automated Email Sequences (20m)**
Build email sequences that nurture leads automatically based on triggers.
- **Implementing Lead Scoring and Nurturing (22m)**
Use tools to score leads and create personalized nurture paths.
- **Integrating CRM for Personalized Campaigns (18m)**
Connect CRM data to marketing tools for targeted messaging.
- **Personalizing Content with Customer Data (16m)**
Strategies to use data for creating personalized marketing experiences.
- **Chatbot Tools for Conversational Marketing (20m)**
Set up chatbots to engage visitors and capture leads 24/7.
- **Designing Effective Chatbot Conversations (14m)**
Create conversational flows that guide users to desired outcomes.
- **Integrating Chatbots with Marketing Platforms (12m)**
Connect chatbots to email, CRM, and other tools for seamless data flow.
- **Customer Journey Mapping with Automation Tools (18m)**
Visualize and automate touchpoints across the customer journey.
- **Multi-Channel Automation Strategies (22m)**
Coordinate automation across email, social, and ads for cohesive campaigns.
- **Testing and Optimizing Automation Workflows (16m)**
Use A/B testing within automation to improve performance over time.

- **Advanced Automation with AI and Predictions (14m)**
Apply AI tools to predict customer behavior and automate responses.

Data Analysis & Integrated Strategy

- **Data-Driven Marketing Fundamentals (15m)**
Why data matters and how to use it for decision-making in marketing.
- **Unified Data Dashboards for All Channels (20m)**
Set up dashboards that combine data from various marketing tools.
- **Creating Custom Analytics Reports (18m)**
Design reports tailored to your KPIs and business goals.
- **A/B Testing Platforms and Best Practices (22m)**
Learn to run A/B tests on websites, emails, and ads using dedicated tools.
- **Conversion Rate Optimization Tools (16m)**
Use tools to analyze and improve conversion paths on your site.
- **Interpreting Test Results for Informed Decisions (14m)**
How to read A/B test data and apply insights to optimize campaigns.
- **AI-Driven Predictive Analytics in Marketing (20m)**
Explore AI tools that forecast trends and customer actions.
- **Using Predictions to Plan Campaigns (18m)**
Apply predictive analytics to allocate budget and target audiences effectively.
- **Data Privacy and Compliance Tools (15m)**
Ensure your data use complies with regulations using privacy-focused tools.
- **Integrating Analytics with CRM and Automation (16m)**
Connect analytics platforms to your CRM and automation for deeper insights.
- **Real-Time Data Monitoring and Alerts (12m)**
Set up monitoring tools to react quickly to changes in performance.
- **Building a Cohesive Marketing Data Strategy (20m)**
Develop a strategy that aligns all tools and data sources for consistent results.
- **Case Study: Integrated Tool Stack in Action (25m)**
Real-world example of how a company uses these tools together for success.
- **Future Trends in Digital Marketing Tools (14m)**
Look ahead at emerging tools and technologies shaping marketing's future.

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