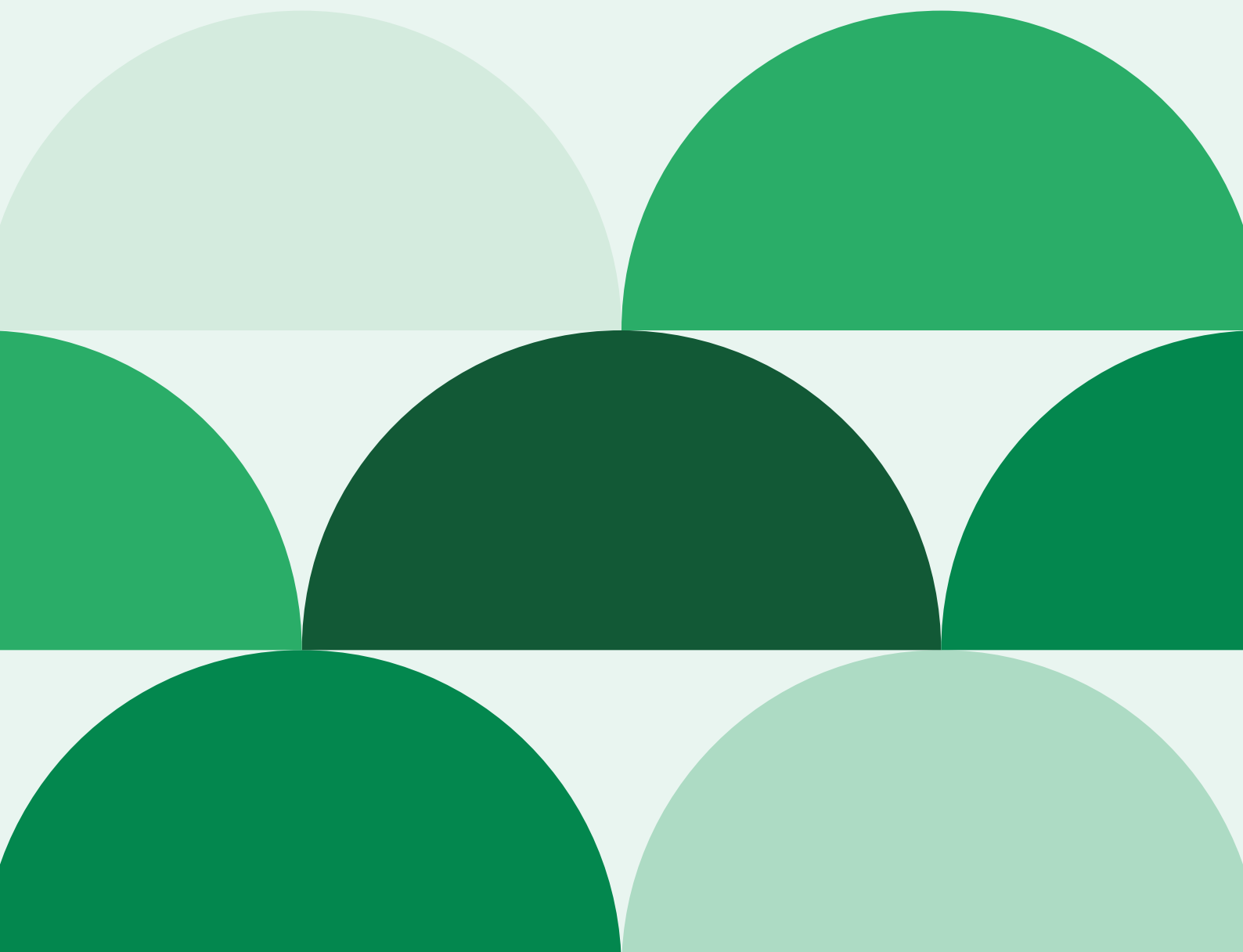




Digital Marketing Bootcamp

Course Guide



Course overview

Total price	65,000 baht
Duration	Total 180 hours over 12 weeks
Schedule	90 sessions of 2 hours in-person lesson on Monday-Thursday
Type of class	In-person live group class
Level	Intermediate
Language	English
Class size	Maximum 10 students
Software	Ahrefs, OnPage, Google Adwords/Analytics, Co-Schedule, Canva and many more
Topics	Winning Clients, Marketing Channels, Creating Proposals, Sales Funnel, Inbound Marketing, Content Strategy, Paid Advertising, Google Analytics, Social Media Marketing
How to apply	Email info@webcoursesbangkok to find out the next available course date.



"...it was an excellent 3 months of learning with great teachers and friends."

Akiki Miyamoto Tanaka, Facebook

Apply real life skills to live projects to uncover amazing results.

This bootcamp has been based on how real agencies offer their services. This helps you build your offering right from day 1 of the bootcamp.

Get a deep understanding of different digital marketing channels and how they work including search engines such as Google; social media platforms such as Facebook and Instagram; email marketing; and content marketing.

Understand what drives consumer behavior online and how to use specific tools such as the sales funnel and key techniques such as conversion optimization, SEO optimization and more to optimize and generate sales and leads

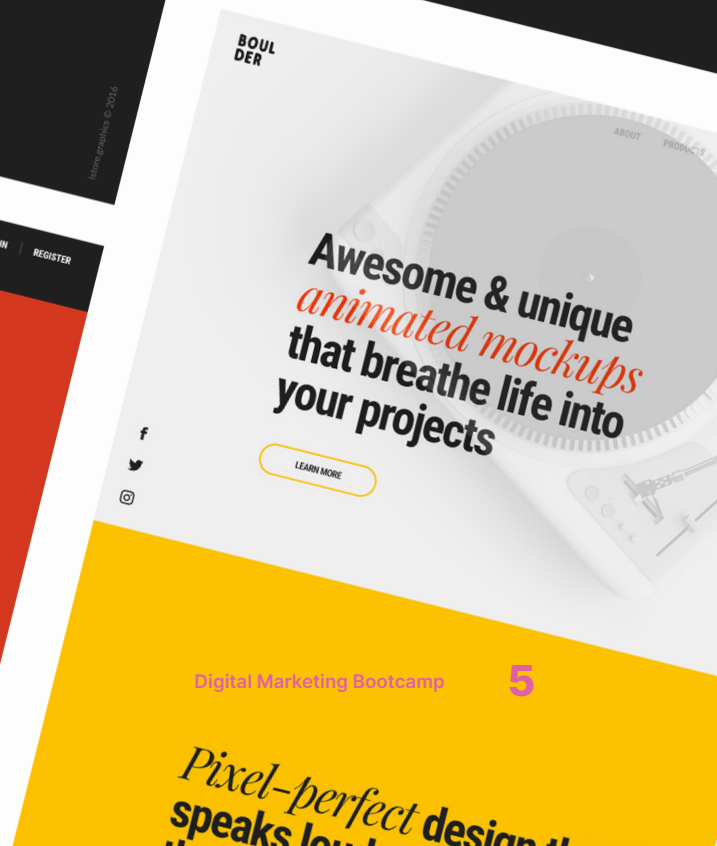
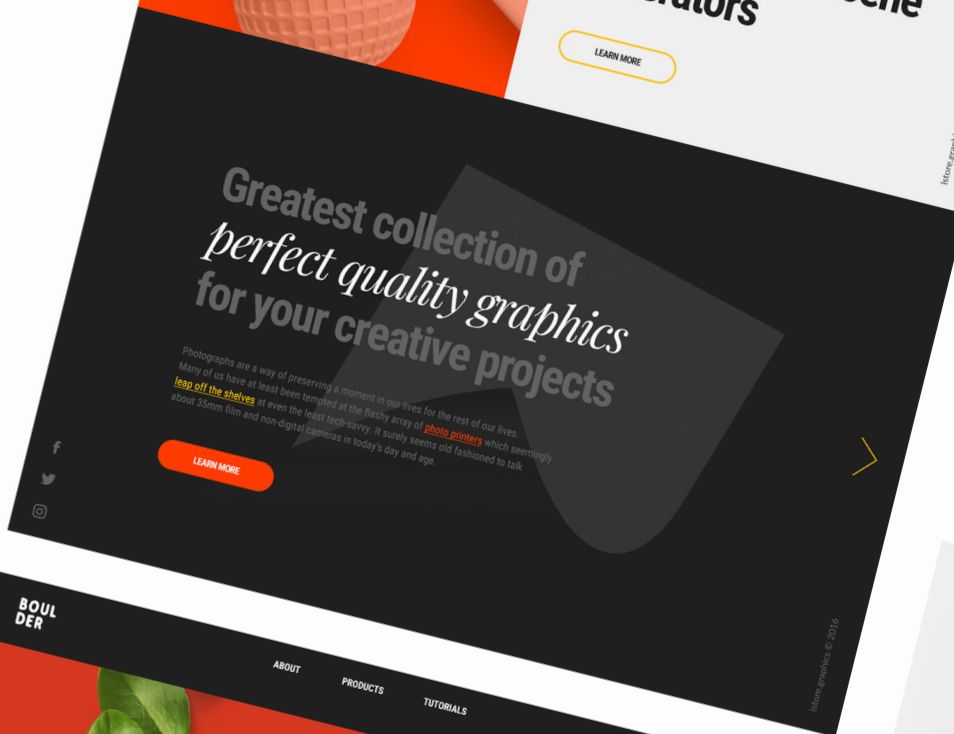
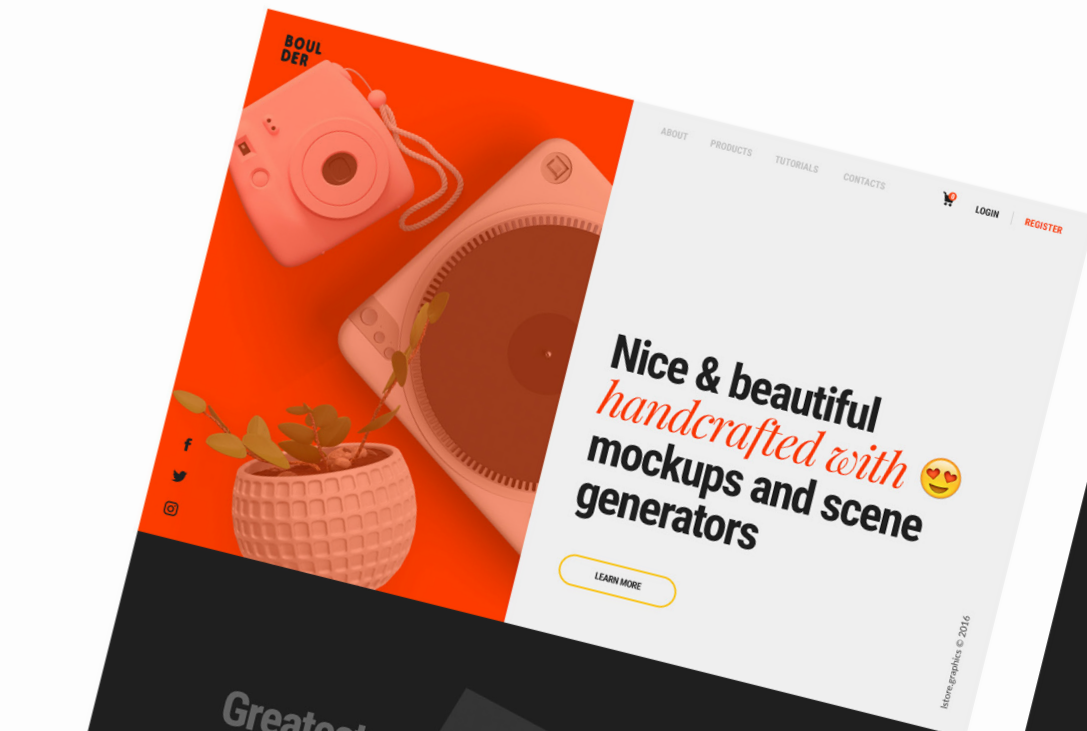
Learn how to use industry-leading platforms Google Ads and Google Analytics to build and optimize digital

marketing campaigns in preparation to do the Google certification tests

Explore social media marketing on Facebook and Instagram and learn how to create ads on these platforms. Gain best practices for writing effective, creative copy for online ads, blogs and content marketing.

Engage in a real-world digital marketing project and complete a portfolio to show to potential clients. Learn more about how to: find clients, pitch for projects, assess marketing budgets, manage projects and create monthly

Create a stunning portfolio to suit brands and businesses



Build data driven campaigns for clients who will see real results.

- Dive deeper into campaign set up, optimization, and reporting on different platforms such as Google Ads and Facebook & Instagram Ads.
- Learn more about digital marketing management tools and programs and how to use them for campaign tracking, performance analysis, and campaign reporting.
- Put together a complete portfolio of client case studies to show that you can clearly identify a client's needs; present different solutions and strategies; and implement solutions with proven results.



We believe your success is our success



Our instructors are industry experts who have a wide range of professional experience, and up-to-date knowledge of software and workplace practices.

Turn theory into knowledge as you learn how to run a digital marketing freelance business. Our aim is to support your learning goals with hands-on industry training, career advice, and ongoing support and guidance.

Our classes are intentionally designed to be interactive and practical, so that you feel confident to share ideas as well as independently create your own designs.

You will receive additional resources such as class projects, worksheets, and online help, so you always feel supported and encouraged as you learn.

Our courses are constantly reevaluated and developed to give students the most relevant, up-to-date knowledge and skills. We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.

Course outline

Week 1 - 2

Lesson	Theory	Practice
Exploring and applying	Exploring digital marketing channels and applying marketing frameworks	Understand the current trends in digital marketing; get an overview of key marketing channels; and learn how to use marketing frameworks to assess marketing challenges.

Week 3 - 4

Lesson	Theory	Practice
Technical knowledge and skills	Building technical knowledge and skills to manage and optimize campaigns	Learn about all the customer touchpoints in digital marketing and how to optimize ads, SEO and landing pages to ensure campaigns can drive conversions.

Week 5 - 6

Lesson	Theory	Practice
Effective marketing content	Taking a close look at how to create effective marketing content	Look at how to design, write, and plan marketing content for different channels. Use advanced Photoshop skills to build appealing visuals and practice copywriting for the web.

Week 7 - 8

Lesson	Theory	Practice
The ins and outs	Learning the ins and outs of search engine marketing	Dive into one of the most important marketing channels: search engine marketing. Learn how to use Google AdWords to create and manage search campaigns

Week 9 - 10

Lesson	Theory	Practice
Social media marketing	Understanding the fundamentals of social media marketing	Explore how to advertise on popular social media platforms Facebook and Instagram and learn how to create ads, target audiences, optimize campaigns, analyze performance, and report results.

Week 11-12

Lesson	Theory	Practice
Certified and pitching	Getting certified and pitching to clients	Complete a project to add to the portfolio, which will be used to pitch for clients. Get tips on how to be a freelance professional and learn more about Google Ads certification and more

Our teaching philosophy

We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.

Personalised learning system

We design our courses using the 4MAT Model, which approaches learning in a holistic way combining the left-brain and right-brain, so you will learn topics and skills in a unique way that enables you to use them in the real-world with confidence.

Practical

We show you how to use industry-specific tools and programs, so you get lots and lots of practice and feel confident to use them independently.

Real-world applications

Our industry expert instructors are with you every step of the way, providing guidance through problem-solving and sharing valuable real world experiences.

Friendly

Our industry expert instructors create a relaxed and friendly atmosphere, so you feel comfortable, have fun, and enjoy participating.

*Here's what you'll be able to do after the course^{*11}*



Offer world class digital marketing services

Build a wide range of digital marketing skills and topics such as Social Media Ads, Strategy, Campaign Reporting. Feel confident in your knowledge and abilities when working with clients.



Provide value to your customers

Work in a team to analyze your client's needs and develop a full digital marketing strategy and implementation plan to present to your client.



Set yourself up as a professional freelancer

Build a wide range of digital marketing skills and topics such as Social Media Ads, Strategy, Campaign Reporting. Feel confident in your knowledge and abilities when working with clients.

Payment

Early bird 10% off

Book and pay 30 days in advance
and save 10% off your total

Refer a friend

Invite your friends and receive a
500 baht discount per referral -
or, book as a group and receive
special pricing!

Payment terms

Total price 65,000 baht

50% deposit to confirm your place and
50% on the first day of the course.

Payment options

- PayPal
- Credit Card (+3% charges)
- Bank transfer
- Monthly installments (with 0% interest)
- Omise (+3.56 % Chares)

Account details

Bank: Kasikorn Bank

Name: Web Consulting Bangkok Co.,Ltd.

Branch: Sukhumvit 21

Account number: 611-2-04400-9

SWIFT: KASITHBK

Company details

Address: Web Consulting Bangkok
Co., Ltd (Branch 1)

1028/5 1st Floor, Pongamorn Building,
10120 Bangvkok, Thailand

Phone: +(66) 2-6798607,

Direct: +(66) 95 641 9445

Note: Please make sure you send in your payment reciept. This helps us confirm your payment has been sent. Note that we are not responsible for any transactions fees.

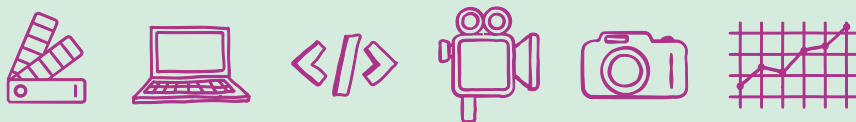
Our graduates go on to have successful careers in web and tech.





We have full time accredited courses by the

Ministry of Education Thailand



50+

Courses

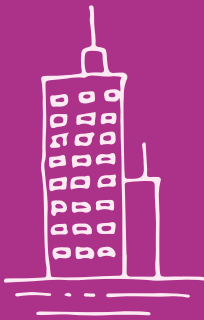
in graphic design, web design, web development, photography,
videography & online marketing

We look forward to adding you to this number



9,000+

Graduates



100+

**Privately trained
companies**

300,000+

Hours

of learning delivered



Web Courses Bangkok Academy is located in the heart of Bangkok's business district and easily accessible by public transport. We're a few steps from MRT Lumpini station (take exit 1, turn right and follow the signs) and the city's bustling riverfront and Chinatown are just a 10-15 minute taxi ride from our academy.

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Webcoursesbangkok.com

