

Digital Marketing

Turn strangers into customers with data-driven digital marketing

Stop guessing and start growing. This course cuts through the noise with a practical, step-by-step approach to digital marketing. Learn to attract the right audience, create content that converts, and measure real results — no jargon, no fluff.

6 modules

What you'll learn

- ✓ Identify your ideal customer and craft a compelling value proposition
- ✓ Create social content that sells and build a simple sales funnel
- ✓ Track the metrics that actually matter and run basic ads effectively

Syllabus

1 Know your audience

Your ideal customer Value proposition

2 Social that sells

Content with a purpose Simple funnel

3 Measure and improve

Metrics that matter Basic ads

Who is it for?

Entrepreneurs, freelancers, and marketing beginners who want to grow their business online without the guesswork.

Start today at capacita.paulovila.org

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