



# Accelerated Digital Marketing and Tools



TORONTO

8:30 - 1PM, 20HRS/WEEK, 4 WEEK COURSE

## From Strategy to Execution in 4 Weeks

Whether you're launching your career, pivoting into something new, or preparing your business for the future, this accelerated Digital Marketing program gives you the real-world skills that matter.

In just 4 weeks, **master SEO, content strategy, CRM, email marketing, analytics, and AI powered tools**, and walk away with hands on experience and a capstone project that proves you can execute.

## Who Is It For?

- Career launchers who want real world digital skills that employers value
- Professionals ready to transition into digital marketing roles
- Entrepreneurs and small business owners who want to scale smarter
- Newcomers to Canada building competitive job ready skills
- English learners who want to communicate confidently in a professional setting

## Learning Outcomes

- By the end of this program, you will be able to:
- Build and execute integrated digital marketing campaigns
  - Use AI powered tools and CRM platforms to drive measurable results
  - Generate leads through SEO, content, email, and paid strategies
  - Analyze performance data and optimize campaigns for growth
  - Present a real-world Capstone Project that demonstrates your expertise

**2026 Start Dates:** July 13, September 7, November 2

### English Requirement:

ILAC Level 10 (IELTS 4.5 or equivalent)

### Why choose ILAC International College?



ILAC Education group has over 29 years of educational excellence. ILAC IC delivers industry aligned programs designed to build practical, in demand skills. Every certificate includes a hands-on capstone project, ensuring you graduate with real world experience and portfolio ready work.

Plus, access monthly career services workshops including resume preparation, interview coaching, and LinkedIn optimization to support your job search success.

Sample of Timetable

Week	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Week 1: Digital Marketing Foundations &amp; Websites</b>	Overview of marketing, digital channels, and industry examples   case examples, project introduction	Inbound methodology and target audience analysis   Persona creation workshop, group discussion	Website purpose, structure, and usability   Website analysis activity, UX review	Conversion basics, CTAs, and lead capture   Landing page and form design lab	CRM concepts and project planning   HubSpot navigation, group project setup
<b>Week 2: SEO, Search &amp; Content Fundamentals</b>	Search Engines & Keyword Research	Page optimization and metadata   SEO optimization lab	Content types and buyer journey   Blog outline activity <b>+ Guest Speaker</b>	Editorial planning and scheduling   Content calendar workshop	Website review and feedback   Group audit and instructor review
<b>Week 3: Email, CRM &amp; Lead Generation</b>	Email purpose, formats, and compliance   Email analysis activity <b>+ Field Trip</b>	Campaign structure and copywriting   Email campaign design lab	Lists, segmentation, and data entry   CRM setup workshop	Lead magnets and conversion paths   CTA and form design lab	Lead magnets and conversion paths   CTA and form design lab
<b>Week 4: Analytics, Optimization &amp; Capstone</b>	Metrics, KPIs, and reporting concepts   Analytics review exercise	Dashboard structure and visualization   Dashboard creation lab	Dashboard structure and visualization   Dashboard creation lab	Project integration and refinement   Group work and instructor feedback	Project presentations and reflection   Group presentations, course wrap-up

For additional information, or to take the next steps to sign up, visit [ilac.com](https://ilac.com) today!