



marketing with aneesha

week 1: what is marketing?

1. Google Analytics
2. Customer Funnel/Customer Lifecycle
3. Who You'll Interact With: UX, Engineering, Design, Sales
4. Bugs you'll encounter

week 2: data analysis

1. Excel
2. Google Sheets
3. Advanced Visualization Softwares (Tableau, Mixpanel)
4. Introduction to databases

week 3: email marketing

1. ESPs
2. Drip campaigns & manual campaigns
3. Email strategy & content creation
4. Advanced knowledge: HTML/CSS/Shopify's Liquid

week 4: search engine marketing/ppc

1. Google AdWords: search
2. Google AdWords: shopping
3. Introduction to data feeds with shopping
4. Google — Policy violations overview

week 5: social/affiliate/facebook marketing

1. Affiliate Marketing
2. Facebook Marketing
3. Social Marketing
4. Social Media

week 6: technical marketing/multivariate testing

1. Attribution (Module 1)
2. APIs
3. Workflow management/Workflow Automation tools
4. Multivariate testing

week 7: sql/statistics

1. Attribution (Module 2)
2. Regression Analysis
3. SQL
4. Tying it all together