

BOLD ACADEMY BOOTCAMP

MONDAY 19/09

Morning

Welcome & practical arrangements

Self-study: HubSpot training inbound marketing

Afternoon

Training: what is Marketing Automation?

Self-study: HubSpot training inbound marketing

TUESDAY 20/09

Morning

Training: Online Advertising

Training: Defining customer personas

Afternoon

Self-study: HubSpot training inbound marketing

WEDNESDAY 21/09

Morning

Self-study: Google Search Ads

Afternoon

Training: Google Search Ads + KWRs

Self-study: Get certificate Google Search Ads



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THURSDAY 22/09

Morning

Self-study: Google Display Ads

Training: Google Display Ads

Afternoon

Self-study: Get certificate
Google Display Ads

Self-study: Google Shopping Ads

FRIDAY 23/09

Morning

Training: Google Shopping Ads

Self-study: Get certificate
Google Shopping Ads

Afternoon

Training: Google Analytics & get
practical



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MONDAY 26/09

Morning

Training: Google Data Studio
& get practical

Afternoon

Training: Google Tag Manager, Google
Search Console & get practical

TUESDAY 27/09

Morning

Training: Wordpress intro

Training: SEO intro

Afternoon

Self-study: HubSpot marketing
automation

WEDNESDAY 28/09

Morning

Training: Active Campaign

Afternoon

Get practical: Active Campaign



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THURSDAY 29/09

Morning
Training: Meta

Training: LinkedIn

Afternoon

Get practical: Set up your own ad campaign using Meta and LinkedIn

FRIDAY 30/09

Morning
Training: Canva tips & tricks

Training: Soft skills

Afternoon
Training: Soft skills

AFTERWORK TEAMBUILDING



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