Google

Digital Marketing & E-commerce Professional Certificate Projects

Overview of the Program

The Google Digital Marketing & E-Commerce Professional Certificate is an online training initiative that aims to develop industry-ready skills in digital marketing and e-commerce. Consisting of seven courses, it covers several topics relevant to today's business landscape. The program typically takes six months to complete with a 10-hour weekly commitment, as noted by Coursera. The idea is to make graduates emerge prepared to contribute immediately, whether by launching a career or enhancing their expertise in marketing and e-commerce roles.

Click Here to access a detailed review of each course and the skills covered in the program.

Projects

Throughout the program, various projects and case studies were provided to evaluate and apply the skills learned, aiming to emulate real-life experiences to better prepare students.

Click Here to access to the files of the projects below.

Here are projects showcasing practical applications of some of the course's concepts:

Marketing Analytics Project

Analyze Data Using Pivot Tables

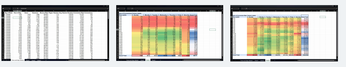
Situation and Task

- LXcier is an online cookware retailer that wants to boost account sign-ups. By analyzing the past month's site data, they plan to optimize ad spend and increase new accounts
- The goal is to analyze session, conversions, conversion rate numbers to identify the best hours for running ads that drive more account creations
- Lastly, I was tasked with summarizing these findings in an email with clear next steps

Action

- Created pivot tables for Sessions, Conversions, and Conversion Rate using Hour of Day and Day of Week
- Applied conditional formatting to highlight high/low values, focusing on hours or days where metrics stood out
- Analyzed trends by comparing pivot tables, identifying hours with high/low performance, and noting where sessions and conversions align or diverge.
- Summarize findings in an email, recommending specific time blocks to increase ad spend and blocks to reduce it, supported by data insights

Result



End of Program Project

Create a Marketing Proposal, Adjust Keywords, and Create a Marketing Report

Situation and Task

- Sinclair Verde Lamp Company, based in Phoenix, Arizona, specializes in "upcycling" unwanted products into unique lamps and donates a portion of each sale to environmental causes
- They recently launched an online store to drive brand awareness and increase visits to their physical storefront
- Good Mercury Marketing, a digital marketing and e-commerce agency, is tasked with creating a digital marketing strategy plan for their new online presence
- My assignment included creating an internal marketing proposal to increase brand awareness among adults aged 42-57, reviewing the budget, timeline, and supporting data
- Additionally, I was tasked with adjusting the Google Ads Search campaign by refining topics and keywords to address low click rates (over 90% of viewers not clicking on ads)
- Finally, I assigned to prepare a year-end marketing report presentation summarizing campaign results, including social media performance, total traffic data, and holiday season metrics

Action

- After analyzing demographic information of the target audience and considering budget, timeline, and additional supporting data, I decided to include on my marketing proposal that the best way to reach our potential customers is by utilizing inspirational marketing content (aligns with the brand's tone and values) utilizing video and social media marketing
- Social Media and YouTube are popular among the audience (95% uses at least one social media platform and more than 50% engage with videos from brands) and the vast majority consider important that brands support environmental issues

- The next step that Good Mercury Marketing took was to refine the Google Ads Search campaign's topics and keywords—while keeping a $1,000 budget in mind—to address the low click-through rate of over 90% viewer drop-off and potentially boost clicks by up to 20%
- After analyzing a spreadsheet that provided several keywords and their predicted impression volume, CTR, Clicks, CPC and Cost, I selected 4 keywords that maximized CTR and were able to best fit our budget

- Lastly, I developed a comprehensive presentation to review the campaign's results for clients, which included an overall theme, agenda, and clear visuals to effectively communicate the data and analytics
- After reviewing the Digital Marketing Campaign's Strategy document and Google Analytics data that included total traffic, website traffic, and social media data, I created a PowerPoint that detailed what went well over the last year as well as what improvements needed
- In order to provide a well-rounded overview, the presentation included monthly social media data, total traffic data, holiday marketing season data, and the campaign's next steps

Result

E-Commerce Project

Setting Up a Mock E-Commerce Store

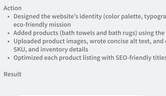
Situation and Task

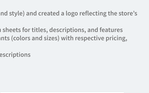
- A home goods company identified a new market opportunity for eco-friendly bath products. They plan to launch a new Shopify store called Bath EcoShop
- My assignment includes setting up the store name, adding product listings (bath towels and bath rugs), ensuring each product has a clear description, alt text, and proper SEO elements, and designing the website for the brand
- The goal is to provide a seamless experience for future customers browsing the Bath EcoShop storefront

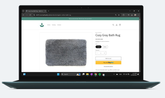
Action

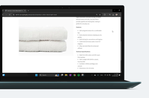
- Designed the website's identity (color palette, typography, and brand style) and created a logo reflecting the store's eco-friendly mission
- Added products (bath towels and bath rugs) using the specification sheets for titles, descriptions, and features
- Uploaded product images, wrote concise alt text, and created variants (colors and sizes) with respective pricing, SKU, and inventory details
- Optimized each product listing with SEO-friendly titles and meta descriptions

Result









Email Marketing Projects

Create a Welcome Email in HubSpot

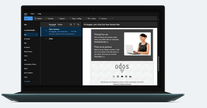
Situation and Task:

- I was tasked with designing a Welcome Email for Odos Eyewear—a retailer of prescription eyeglasses
- The email needed to reflect Odos Eyewear's brand identity (style, tone, and visuals) while including 1-2 images
- The goal of the welcome email copy was to introduce Odos Eyewear's brand in a friendly, engaging manner and prompt new subscribers to visit their physical stores and download their app.

Action:

- Created a welcome email in HubSpot's editor and personalized the subject line using a first-name token
- Added the Odos Eyewear logo with alt text and inserted email copy (headings, subheadings, and button text)
- Inserted image adjusted fonts, colors, and layout to maintain a modern, friendly brand feel
- Checked the email's appearance on desktop and mobile, then sent a test to ensure personalization, images, and links functioned properly.

Result:

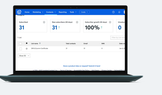


Segment Email Lists with Constant Contact

Situation and Task:

- Clean and Bright Skincare is a natural skincare brand that needed subscriber segmentation for two email campaigns
- I was tasked to use Constant Contact to upload the subscriber list provided in the exercise and create the two segments
- The goal was to enable more relevant and personalized campaigns targeting each audience group

Action:

- First, I created a Southwest segment (Arizona, California, New Mexico, Nevada, Texas, Utah) for the new line of products targeting dry-skin customers described in the activity
- Second, I created an April birthday segment to offer a special 15% discount during their birthday month
- Uploaded and mapped the subscriber list in Constant Contact, then filtered by state and birth month to form each segment and prepare the campaigns

Result: