



CERTIFICATE OF ATTENDANCE


Felix Maas

Has successfully participated in the Erasmus+ project organised
by FU International Academy
from 30.01.2023 to 03.02.2023

Digital Marketing Skills

- **Website Check:** Introduction to Digital Marketing, Web Design UX Audit - Elements of a Great Website, Conversion Optimization & Landing Pages.
- **SEO Strategy:** Introduction to SEO, Introduction to Keyword Research, Conducting Your Own Keyword Research.
- **Content Marketing:** Introduction to Content Marketing, (Copy-)Writing for the Web, Elements of a Content Marketing Strategy.
- **Social Media:** Social Media & The Right Platform, Creating a Social Media Audit, Creating Your Own Social Media Strategy.
- **Paid Advertisement:** The Elements of a Paid Advertisement Campaigns, Best Practice Examples of Paid, Advertisement Campaigns, Create Your Own Facebook Ad Campaign.

Puerto de la Cruz, 03.02.2023

 FU International Academy Tenerife
Formación, FU S.L.
CF: B 38580866
C.C. La Gupula. L 69. E
38400 Puerto de la Cruz - Tenerife - España

Frank Sellingsloh
Director