

DIGITAL MARKETING COURSE

DIGITAL MARKETING COURSE – BEGINNER **3 MONTHS**

MONTH 1: INTRODUCTION TO DIGITAL MARKETING

1. Introduction to Digital Marketing:

- ◆ What is Digital Marketing?
- ◆ Importance of Digital Marketing in today's world
- ◆ Digital vs. Traditional Marketing
- ◆ Scope and career opportunities in digital marketing.

2. Key Concepts and Terminology:

- ◆ Basic Marketing concepts: SEO, SEM, PPC, SMM, content marketing, email marketing, etc.
- ◆ Understanding buyer personas
- ◆ Customer journeys and funnels

3. Website & Blogging:

- ◆ Importance of a website
- ◆ How to start a blog (WordPress basics)
- ◆ Writing SEO-friendly blog posts
- ◆ Introduction to Google Analytics

MONTH 2: SEO & SOCIAL MEDIA MARKETING

1. Search Engine Optimization (SEO):

- ◆ What is SEO?
- ◆ Definition and importance.
- ◆ How search engines work.
- ◆ On-page and off-page SEO
- ◆ Keyword research (using tools like Google Keyword Planner, Ubersuggest)
- ◆ SEO content writing
- ◆ Link building basics
- **Technical SEO**
 - ◆ Website speed.
 - ◆ Mobile responsiveness.
 - ◆ Site structure.

2. Social Media Marketing (SMM):

- ◆ Introduction to SMM
- ◆ Major platforms: Facebook, Instagram, Twitter, LinkedIn, Youtube
- ◆ Creating effective social media strategies
- ◆ Social media advertising basics (Facebook Ads, Instagram Ads)

MONTH 3: PAID MARKETING & ANALYTICS

1. Pay-Per-Click Advertising (PPC):

- ◆ Google Ads fundamentals

- ◆ How to run search campaigns
- ◆ Setting up and managing ad budgets
- ◆ A/B testing in PPC campaigns

2. Analytics and Reporting:

- ◆ Understanding key metrics: CTR, bounce rate, conversion rate, etc.
- ◆ Google Analytics advanced features
- ◆ Reporting and presenting results to stakeholders

DIGITAL MARKETING COURSE – ADVANCE 6 MONTHS

MONTH 1 & 2: INTRODUCTION TO DIGITAL MARKETING AND WEBSITE DEVELOPMENT

1. Introduction to Digital Marketing:

- ◆ Same topics as in 3-month course

2. Building a Website/Blog:

- ◆ In-depth WordPress tutorial
- ◆ Website design and user experience
- ◆ Mobile responsiveness and speed optimization
- ◆ How to use plugins for better SEO

MONTH 3 & 4: SEO, CONTENT MARKETING AND SOCIAL MEDIA

1. Search Engine Optimization (SEO):

- ◆ Comprehensive SEO strategies (on-page, off-page)
- ◆ Advanced keyword research with AI Tools
- ◆ Local SEO and its importance GMB
- ◆ Voice Search Optimization
- ◆ Tools for SEO optimization (Yoast, SEMrush)
- ◆ Rise of AI in Advanced Digital Marketing.

2. Search Engine Optimization (SEO):

- ◆ Creating engaging content [E.E.A.T]
- ◆ Content strategy and content calendar
- ◆ Using multimedia content: images, short videos, reels, infographics
- ◆ Measuring content success

3. Social Media Marketing (SMM):

- ◆ Detailed strategies for each platform (Facebook, Instagram, LinkedIn)
- ◆ Social media content creation and curation
- ◆ Influencer marketing
- ◆ Social media ad campaigns: Strategy, A/B testing, and conversion tracking

MONTH 5: EMAIL MARKETING & PAID ADVERTISING

1. Email Marketing:

- ◆ Introduction to email marketing tools (Mailchimp, ConvertKit)

- ◆ Building email lists organically
- ◆ Creating engaging email campaigns
- ◆ Automating email sequences
- ◆ Email marketing analytics

2. Pay-Per-Click Advertising (PPC):

- ◆ In-depth understanding of Google Ads
- ◆ Display ads, remarketing, and video ads
- ◆ Facebook and Instagram Ads
- ◆ Budget management and ROI tracking

MONTH 6: ANALYTICS, AUTOMATION & FINAL PROJECT

1. Data Analytics & Reporting:

- ◆ In-depth Google Analytics
- ◆ Heatmaps and customer behavior analysis
- ◆ Reporting and using data for future campaigns

2. Automation & Tools:

- ◆ Introduction to marketing automation (HubSpot, ActiveCampaign)
- ◆ Automating social media posts (Buffer, Hootsuite)
- ◆ Marketing workflows and CRM integration

3. Capstone Project:

- ◆ Develop a comprehensive digital marketing strategy for a real or simulated business
- ◆ Present the project with performance analysis and reporting

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FINAL ASSIGNMENTS/PROJECT FOR BOTH COURSES:

- ◆ Develop and present a full digital marketing strategy.
- ◆ Create and manage a blog for at least 4 weeks (including SEO and content creation).
- ◆ Set up and run a basic Google Ads or social media ad campaign.
- ◆ Provide weekly analytics reports for website/blog traffic, social media engagement, and campaign performance.

ASSIGNMENT: Create a full digital marketing plan for a small business or product launch, incorporating all the techniques learned over the **3 MONTHS**.