

DIGITAL MARKETING COURSE SYLLABUS

Introduction To Digital Marketing

- ✓ What is digital marketing?
- ✓ Importance of digital marketing
- ✓ Difference between traditional and digital marketing
- ✓ Discuss the recent trends and current scenario of the industry
- ✓ How digital marketing has been a tool of success for companies?
- ✓ How to use digital marketing to increase sales
- ✓ How to conduct a competitive analysis?



Website Planning & Creation

- ✓ Understanding the functionality of WordPress
- ✓ How to develop a website
- ✓ How to incorporate different design elements into your website
- ✓ How to add content
- ✓ Install and Activate plugins
- ✓ The functionality of different plugins



Search Engine Optimisation (SEO)

- ✓ Introduction to Search Engine Optimization
- ✓ How does Search Engine work
- ✓ **On-page SEO** – Concepts like content research, keyword research, meta tags
- ✓ **Off-page SEO** – Link building
- ✓ Keyword Research
- ✓ Factors affecting the rank of a webpage
- ✓ What is google algorithm?
- ✓ Website speed optimization
- ✓ Audit website



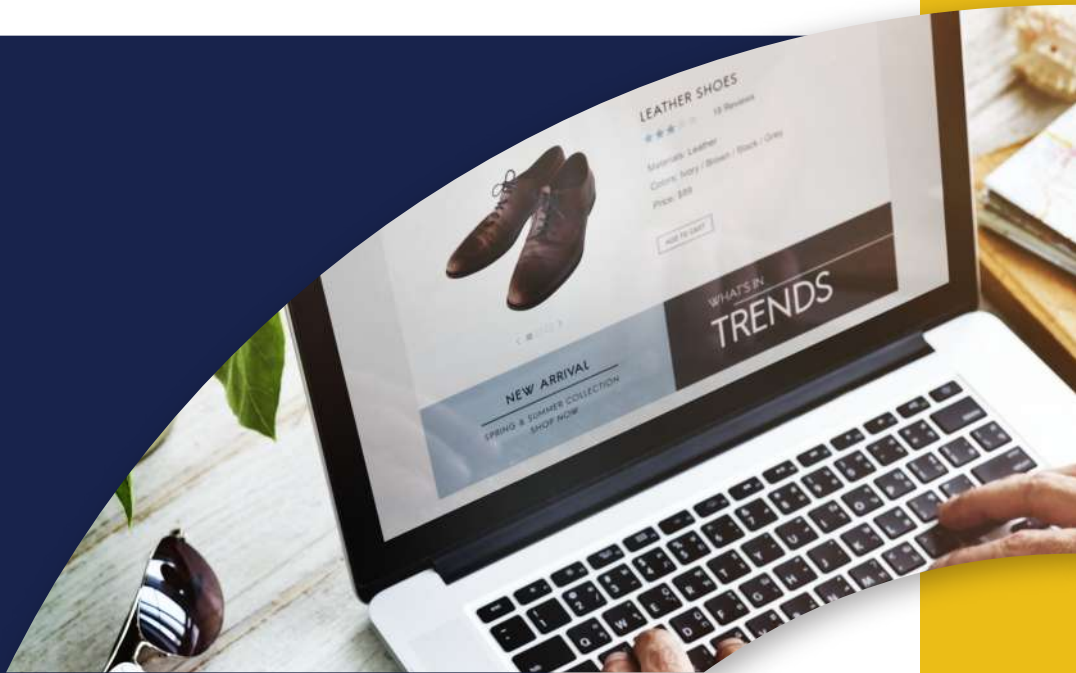
Search Engine Marketing (Google and facebook)

- ✓ Features of the Google Ads platform and its algorithm
- ✓ Creating campaigns
- ✓ Search volume
- ✓ Google Adwords
- ✓ Ad Creation
- ✓ Site & Keyword Targeting
- ✓ CPC, CPA & CPM-based Accounts
- ✓ Demographic Targeting
- ✓ Google Keyword Planner



Social Media Marketing

- ✓ Understanding how SMM works & how businesses leverage social platforms
- ✓ Targeting Demographics through social media
- ✓ Metrics like,
 - Cost-per-click (CPC),
 - Cost-per-view(CPV),
 - Cost-per-impression(CPM), and more.
- ✓ Social Media Analytics
- ✓ Social Media Advertising
- ✓ Social media post designs
- ✓ Meta business suit
- ✓ Social media paid tools and free tools
- ✓ Social media profile optimization



Content Marketing & Strategy

- ✓ Creating a social media content calendar for a brand
- ✓ Content marketing tools
- ✓ Guest Blogging
- ✓ Chat GPT (AI tool)
- ✓ AI content detection
- ✓ What is Plagiarism content?
- ✓ What is Google EAT?

Web Remarketing

- ✓ Basics of remarketing
- ✓ How to create a remarketing list
- ✓ How to create remarketing lists on Google Ads
- ✓ How to use Google Ads tag and on Facebook using their Facebook Pixel code.

Email Marketing

- ✓ How to build the right subscriber list
- ✓ Build a database by segmenting based on demographics, mode of acquisition, target group
- ✓ Finessing email marketing tools and software
- ✓ Designing email copies & automating emails
- ✓ Extracting information from email campaign analytics

Web Analytics

- ✓ Google Analytics
- ✓ Concepts of bounce rate, page view, session time
- ✓ How to optimally use Google Analytics Behaviour, and acquisition reports
- ✓ Google search console
- ✓ Google tag manager

Design Essentials

- ✓ Characteristics of an ad
- ✓ How to create attractive creatives
- ✓ Colour theory
- ✓ Designing tools
- ✓ Understanding design essentials— typography, Colors and themes

Mobile Marketing

- ✓ In-app messaging
- ✓ Push notifications
- ✓ Creating copies
- ✓ Whatsapp marketing

E-Commerce Management

- ✓ Essentials of e-commerce
- ✓ What is marketplace?
- ✓ Product keyword research
- ✓ Packaging & shipping
- ✓ Selling on online platforms



Affiliate Marketing

- ✓ How to participate affiliate marketing?
- ✓ Amazon affiliate?
- ✓ Rules of affiliate programs
- ✓ How to promote amazon products in website?



Influencers Marketing

- ✓ How to find influencers?
- ✓ Paid vs barter?
- ✓ Coupon code strategies?
- ✓ Collab with influencers
- ✓ Agreement with influencers?



Youtube Marketing

- ✓ How to start youtube channel?
- ✓ Keyword research?
- ✓ Youtube studio
- ✓ Calendar preparation?

