

Digital Marketing Course Contents

Course Duration: One Month

1. Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional Marketing vs Digital Marketing
- Importance and benefits of digital marketing
- Overview of digital marketing channels

2. Website and Content Marketing

- Basics of websites and landing pages
- Introduction to Content Marketing
- Types of content: blogs, videos, infographics, podcasts
- Content strategy and planning
- Content creation best practices
- Content distribution channels

3. Search Engine Optimization (SEO)

- What is SEO and how it works
- On-page SEO techniques
- Off-page SEO and link building
- Technical SEO basics
- Keyword research and analysis
- SEO tools and analytics

4. Search Engine Marketing (SEM) / Pay-Per-Click (PPC)

- Introduction to SEM and Google Ads
- Setting up Google Ads campaigns
- Keyword bidding strategies

- Writing effective ad copies
- Campaign optimization and tracking ROI

5. Social Media Marketing (SMM)

- Overview of social media platforms (Facebook, Instagram, LinkedIn, Twitter, TikTok)
- Creating social media strategies
- Organic vs Paid social media marketing
- Content creation for social media
- Social media advertising and targeting
- Social media analytics and tools

6. Email Marketing

- Building and managing email lists
- Designing effective email campaigns
- Personalization and segmentation
- Automation tools and drip campaigns
- Email marketing metrics and optimization

7. Affiliate Marketing

- What is affiliate marketing
- Setting up an affiliate program
- Choosing affiliate partners
- Tracking and managing affiliates

8. Influencer Marketing

- Identifying and partnering with influencers
- Campaign planning and execution
- Measuring influencer marketing success

9. Mobile Marketing

- Mobile SEO basics
- SMS marketing
- Mobile apps and push notifications
- Location-based marketing

10. Analytics and Data-Driven Marketing

- Introduction to Google Analytics
- Tracking website and campaign performance
- Understanding key metrics and KPIs
- Using data to optimize marketing campaigns

11. Digital Marketing Strategy and Planning

- Creating integrated digital marketing strategies
- Budgeting and resource allocation
- Campaign planning and execution
- Case studies and real-world examples

12. Emerging Trends in Digital Marketing

- AI and automation in marketing
- Voice search optimization
- Video marketing trends
- Chatbots and conversational marketing