Digital Marketing Syllabus

Program Curriculum with Dynamic Marketing Strategies and Tools.

Fundamentals of Marketing
- Journey from Traditional Marketing to Digital Marketing
- Future scope

Customer Centricity
- How are people going online?

What is digital marketing?
- What is Marketing
- What is Digital
- Understanding Market Trends and Niche
- Google Tools

How to do digital marketing?
- Awareness
- Consideration
- The Process

Website Creation
- About CMS
- Domain Booking
- Server & Hosting
- Setup WordPress blog
- Plugins
- Optimization
- Live Project

SEO (Search Engine Optimization)
- On page
- Off-page
- Technical SEO
- Multiple Factors to Rank in SERPs
- Algorithms & Google Updates
- Tools to create Media

Blogger
- Setup Blogger
- How to write Articles
- Article Optimization

- URL Structure

On page SEO
- Overview
- Keyword Research & Planning
- Understanding Technical Factors Effecting Websites
- URL Structure
- Understanding User Page Experience
- Core Web Vitals

Off page SEO
- Overview
- Platforms
- Off-Page Techniques
- What are Backlinks?
- Backlinks Creation Methods

SEO Tools
- Ahrefs
- SemRush

SEO In-depth Implementation (Guest Lecture)
- 5 Days Wokshop
- SEO in digital agencies

SMO (Social Media Optimization)
- Understanding Social Niche
- SMO techniques
- Tags Research Techniques
- Creative Content Market Research
- Use/ Importance of Tags
- SMO Project

Creative Design
- Creative Designing
- Ads Design using Tools
- Multiple Tools for creative

ORM (Online Reputation Management)
- What is online reputation management
- Why online reputation management
- Understanding ORM scenario
- Ways to create positive brand image online
- Step by step guide to overcome negative online reputation

- Best examples of online reputation management
- Building Brand Awareness
- Effective GMB Strategy

Google Ads

- Understanding of Organic search results
- Introduction to Google ads & PPC advertising
- Setting up Google Ads account
- How Google Ads Work & its Implementation?
- Types of Advertising campaigns-Search, Display, Video
- Types of Ads
- Bidding Strategy
- Types of Keyword
- Concepts of paid Marketing
- What is the Quality score
- Why CTR is important for Understanding bids
- Finding relevant keywords
- Creating ads
- Optimizing Campaigns

SEM (Search Engine Marketing)

- Overview of SEM
- Google Ads (PPC)
- Results on SERPs Ads
- Technical elements

SMM (Social Media Marketing)

- Overview of SMM
- Understanding the existing social media paradigms & psychology
- Paid Campaigns
- Overview of ad placements PPC
- Live Project

Facebook ads

- Facebook Setup
- Creation of Fb page
- Facebook Advertising
- Concepts
- Types of Facebook advertising
- Best practices for Facebook advertising
- Ad's Image Creations

LinkedIn Marketing
- What is Linkedin
- Understanding Linkedin
- Company profile vs Individual Profiles (Difference between Individual and Company Profiles)
- Understanding Linkedin Groups (Manage Linkedin groups)
- How to do marketing on Linkedin groups
- Linkedin Advertising & its best Practices
- Increase ROI from Linkedin ads
- Linkedin Publishing
- Company Pages

Email Marketing
- Overview of E-mail Marketing
- Myths
- Process
- Email Marketing Tools
- Commercial Marketing
- Benefits of Email marketing

Content Marketing
- Content Creation
- Distribution of content
- Types of Content Marketing and Platforms

Video Marketing
- Basics Creation of videos
- Length Optimization
- How to shoot videos for Advertisements
- Understanding Video Campaigns
- Creating 1st Video campaign
- Importance of Video marketing
- Benefits of Video marketing
- 7 Days Workshop for Video Marketing & Production

Affiliate Marketing
- Overview of Affiliate Marketing
- How to join and Earn with Affiliates
- How to do affiliate Marketing
- Affiliate Networks (Domestic/ International)

Influencer Marketing
- Influencer Marketing Strategies
- Management

Copywriting
- Overview
- Why you must do Copywriting

Copywriting vs Content writing
- Difference b/w Copywriting and Content Writing
- Advantages

E-commerce Marketing
- What is E-commerce
- Top E-commerce Websites around the world
- E-commerce scenario in India
- Implementation on a Website

Google Tag Manager
- Overview
- How to setup

Monitoring & Reporting
- Google Search Console (Webmaster)
- Boot Camp - Live Project setup and Optimization
- Third Party Tools

Google Analytics
- Introduction to Google analytics
- How to set up analytics account
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding goals and conversion
- Understanding bounce rate
- Monitoring traffic sources
- Monitoring traffic behaviour

AdSense
- Basic criteria (Overview) to be eligible for Google AdSense

Automation Tools
- Implementing various Tools to Automate Marketing Research
- Hootsuite

Meta Certification
- Overview
- How to achieve Meta certificate

Linked Learning Certification
- Overview
- How to achieve LinkedIn certificate

Semrush Acadmy Certification
- Overview
- Content Marketing Certificate

Microsoft Certification
- Overview
- How to achieve Microsoft certificate

HubSpot Certification
- Overview
- How to achieve HubSpot certificate

Google Certification
- Overview
- How to achieve google certification