

Digital Marketing

COURSE BROCHURE & SYLLABUS



Digital Marketing Topics -

3 Months

Module 1: Digital marketing Introduction

- An overview of digital marketing.
- Traditional and Digital Marketing Comparison Digital Marketing Statistics.
- The Advantages of Digital Marketing.
- The most recent digital marketing trends.
- Website Digital Marketing Strategy Traditional marketing challenges.

Digital Marketing

Module 2: Blog Marketing

- What exactly is a blog?
- Different types of blogs
- The Advantages of Blogging
- Making a blog
- Blog promotion



Module 3: Website Designing with CMS

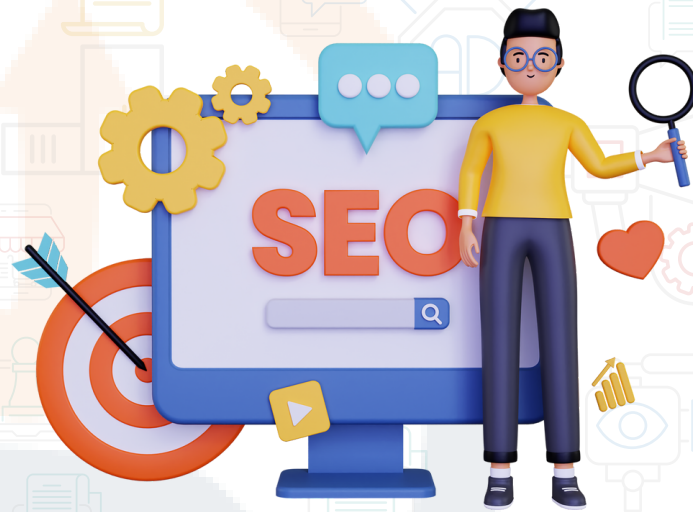
- Websites Provide Basic Information.
- The advantages of having a website.
- The steps to creating a website.
- Website creation platforms are accessible.
- Create a completely new website with CMS.
- Ideas for a website.
- A primer on domain names.
- Selecting the Best Hosting Company and Domain
- Examining a website
- Website upkeep and administration Sites for mobile devices.



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Module 4: Search Engine Optimization (SEO)

- SEO Fundamentals
- How do various types of search engines function?
- SEO Procedures
- SEO marketing funnel
- Knowing the Google Algorithm.
- SEO classifications.
- SEO On-page.
- SEO off-page.
- Managing Tags.
- Website audit.
- Google Webmaster Tools (Web Console)
- Process of Keyword Research
- Competition Analysis.
- Keyword Planner by Google.
- On-page Optimization techniques.



Landing Page Techniques

- Elements of landing page
- Obtaining eye-catching landing pages
- Themes and plugins for WordPress
- Optimization of CTA positioning
- Third-party website landing page

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Content Marketing

- What exactly is content marketing?
- Advantages of Content Marketing.
- What exactly is plagiarism?
- Content writing guidelines.
- Content for social media.



Module 5: Google My Business (GMB)

- What exactly is GMB?
- The Importance of Google My Business in Digital Marketing
- How do you set up a Google My Business page?
- GMB listing of services
- GMB product listing
- GMB Store Location Management



Module 6: Social Media Marketing

- Basics of social media marketing
- Social Media Platforms
- Social Media Optimization
- Hashtag & Viral strategy
- Facebook page, group, events creation Facebook marketing
- Facebook Paid to advertise

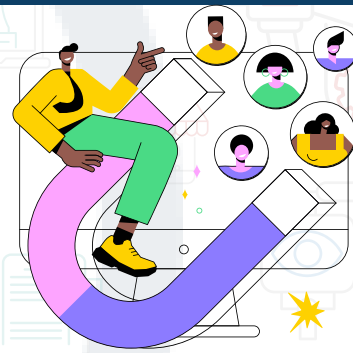


Digital Marketing

- Making a Twitter profile Creating Twitter Ads LinkedIn profile management Instagram profile setup and management of
- business accounts Instagram advertisements

Lead generation.

- How to Make a 'Bribe' Offer
- How to Make a High-Conversion Page Participating in giveaway events
- Including your offer on the Thank you page Ad exchanges- from third-party websites



Hashtag Viral Marketing.

- How Can Hashtags Help Your Business?
- Look for hashtags relating to the primary keyword.
- To attract traffic, research trending hashtag hashtags on Facebook and Twitter.
- Hashtag Tracking Tools to Identify Hashtag Strength



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Module 7: Youtube Marketing

- Understanding Youtube marketing.
- Creating a YouTube channel.
- Management of YouTube advertisements.
- Video Enhancement.
- Using YouTube to promote videos.
- Youtube monetization.
- Search engine optimization for YouTube.
- Analytics for YouTube.



Module 8: Google Ad Sense

- Building an AdSense webpage
- What is Google AdSense?
Adding Ads to a Website
- Managing Payments



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Off-Page SEO

- Off-Page Optimization (OPI) Local SEO Techniques The Advantages of Using ROBOTS. Sitemap Benefits in TXT
- The.htaccess file is used in SEO canonicalization in digital marketing.
- Social bookmarking and sharing.
- Commenting on blogs.
- Posting by a guest.
- Forums Submission.



WhatsApp Digital Marketing

- Business WhatsApp marketing.
- Improve your communication skills by using text, graphics, voice, and video.
- Increase audience participation.

Digital Marketing

WhatsApp Digital Marketing

- o WhatsApp marketing for business
- o Communicate better using texts, images, audio, videos
- o Increase audience engagement

Lead generation

- o How to create your 'Bribe' offer
- o How to create A high Converting page
- o Joining give away events
- o Adding your offer to Thank you page
- o Ad swaps- from third party sites

Hashtag Viral Marketing.

- o How to use Hashtags for your business?
- o Find hashtags related to the main key-board
- o Research Trending Hashtag
- o Hashtags on Facebook & Twitter to generate traffic
- o Tracking your Hashtag
- o Tools to detect hashtag strength