

Digital Marketing Course Module

Introduction to Digital Marketing:

What is Digital Marketing

Difference between Digital Marketing and other Marketing Techniques

Importance of Digital Marketing

Introduction to Digital Marketing Platforms

Website Design and Development (Wordpress):

Introduction to Wordpress

Domain Registration & Hosting

Wordpress Installation

Creating User Experience (UX) Design

Content Creation

Using Wordpress Themes

Wordpress Themes

SEO on Wordpress

Search Engine Optimization (SEO):

Search Engine Basics

SEO Planning & Strategy

Keyword Research

On-Page Optimization (Title Tags, Meta Descriptions, Headings, Content and images for targeted keywords)

Technical SEO (Optimizing Website Speed, Fixing Broken Links, Setting up Canonical Tags, and Improving Website Security)

Pay-Per-Click Advertising (PPC):

Introduction to PPC Advertising

Campaign Targeting (Location, Demographics, Interests, Device Type)

Advertisement Formats (Search Ads, Display Ads, Shopping Ads, Video Ads)

Social Media Marketing:

Introduction to Youtube Marketing

Creating a Youtube Channel

Overview on Video Contests

Video Optimization(Optimizing Video Titles, Descriptions, Tags, Thumbnails)

Youtube Advertising (In-Stream Ads, Discovery Ads, Bumper Ads)

Youtube Analytics (Monitoring Views, Watch Time, Engagement, Conversion)

Introduction to Facebook Marketing

Creating Facebook Page (Page Creatives, Settings, Descriptions)

Types of Facebook Ads (Image Ads, Video Ads, Carousel Ads, Sponsored Posts)

Promotion Target Options (Location, Age, Demographics, Interests etc)

Ad Creation, Automatic Placements and Scheduling

Meta Pixel (Javascript Code for Websites)

Facebook Insights

Introduction to Instagram Marketing

Creating Instagram Profile

Contents for Instagram

Hashtag Strategy

Instagram Advertising (Photo Ads, video Ads, Carousel Ads, Stories)

Instagram Analytics

Introduction to Twitter Marketing

Workflow of Twitter

Setting Up Twitter Profile

Twitter Advertising (Promoted Tweets, promoted Accounts, Promoted Trends)

Twitter Marketing Campaign (Content Creation, Hashtags and Trends)

Twitter Analytics

Introduction to Linkedin Marketing

Creating and Optimizing Linkedin Profile

Linkedin Contents

Advertising on Linkedin

Targeting Linkedin Campaigns

Linkedin Company Pages and Personal Profiles

Linkedin Groups

Linkedin Analytics

Google Ads:

Introduction to Google Ads

Account setup and Structure

Keyword Research

Ad Creation and Setting Up Targets

Bidding Strategies (Manual Bidding, Automated Bidding, Enhanced CPC)

Ad Extensions (Website Links, Call Assets, Location Assets)

Google Analytics Integration

Influencer Marketing:

Identifying Influencers

Influencer Marketing Strategy

Legal & Ethical Considerations

Content Marketing:

Types of Contents for Different Platforms

Content Creation Strategy

Email Marketing:

Introduction to Email Marketing

Building Email List (Lead Magnets, Landing Pages)

Email Campaign Creation (Mail Subject, Contents)

Email Automation (Third Party Email Services)

Email Design & Layout

Email Deliverability (Email Authentication, List Hygiene, Spam Filters)

Email Analytics

Mobile Marketing:

Introduction to Mobile Marketing

Mobile Ads (Display Ads, Video Ads, In-App Ads)

SMS Marketing

Mobile Analytics

Seminars:

Conducts Seminars by Marketing & Creative Industry Professionals

Project:

Study any live business and work on Digital Marketing for the brand

Add on Course:

Photo Editing Basics (Adobe Photoshop)

Video Editing Basics (Adobe Premier)

Faculty:

Web Design & SEO

Digital Marketing (Google Certified)

Photo & Video Editing Basics