DIGITAL MARKETING COURSE

Digital Computer Classes

DURATION : 3 MONTH

Digital Marketing Curriculum

Introduction of Digital Marketing

- What is Digital Marketing
- Importance of Digital Marketing
- B2B & B2C Digital Marketing
- Digital Marketing Tools
- Key Performance Indicators(KPI) in Digital Marketing

Website Planning & Analysis

- Defining Website Goals and Objectives
- Content Management System CMS (Wordpress) & Shopify
- Target Audience Indentification
- Content Strategy and Planning
- User Interface (UI) & User Experience (UX) Design
- Website Structure, Navigation & Technical Considerations

Canva

- Canva features
- Getting Started with Canva
- Presenting with Canva
- Creating whiteboards, designing, video & content
- Canva Pro

Search Engine Optimization

- Keyword Research
- Content Structure
- SILO Structure
- On page SEO
- Off Page SEO
- Local SEO (Google My Business)
- SEO tools (Semrush, Ahref, Google

- keyword Planner)
- Google Analytics
- Google Tag Manager
- Google Search Console
- SEO Reporting

Search Engine Marketing

- Fundamentals of SEM
- Benefits and Challenges of SEM
- Major Search Engine Platforms (Google Ads, Bing Ads)
- Key Terminology
- Keyword Research and Targeting
- Campaign Structure and Organization
- Writing Effective Ad Copy
- A/B Testing
- landing Page Optimization for Conversions
- Campaign Measurement and Optimization
- KPIs
- Shopping Ads
- Mobile Advertising

Social Media Optimization

- Marketing Theory AIDA
- Copywriting
- Setting Up Instagram Account
- Setting Up Facebook Account
- Setting Up Linkedin Account
- setting up Twitter Account
- setting up YouTube account
- setting up Quora account

social media marketing

- Introduction to Social Media Marketing
- The Power of Social Media
- Benefits and Challenges
- Understanding Your Audience
- Building a Social Media Strategy
- Content Creation and Management
- Social Media Advertising (Meta Ads, Youtube, Reddit, Ouora)
- Meta Pixel and ID Disclaimer
- Social Media Engagement and Community Management
- Measuring and Analyzing your Success
- key performance indicators (KPIs)
- A/B Testing

E-Commerce Marketing

- What is E-Commerce
- E-Commerce Marketing Strategy
- E-Commerce Digital Marketing Channels
- (Flipkart, Amazon, Myntra, Ajio, Meesho)
- Conversion Optimization and Customer Experience
- E-Commerce Sales and Promotions
- Analytics and Data-driven E-Commerce Marketing
- Advanced E-Commerce Marketing Strategies
- Regulatory Issues and Payment Gateways in India
- Setting up Successful E-Commerce Marketing
- Campaigns

Blogging

- Improve your blogging skills
- Create content that engages your readers
- Gain the creative skills you need to succeed in today's competitive online world
- Google Adsense

Affiliate Marketing

- Introduction to Affiliate Marketing
- Niche Selection and Target Audience
- Content Marketing for Affiliate Success
- Affiliate Marketing Channels and Platforms
- Tracking and Analyzing Performance
- Building Relationships and Growth Strategies
- Advanced Affiliate Marketing Techniques

Influencer Marketing

- Introduction to influencer marketing
- Influencer Identification and Selection
- Building Effective Influencer Partnerships
- Content Creation and Campaign Management
- Measuring and Analyzing Success
- Advanced Influencer Marketing Strategies
- Case studies and Industry Insights

Online Reputation Management

- Introduction to online reputation management
- understanding online threats
- monitoring and tracking your online presence
- repairing and enhancing your online reputation
- best practices for ORM

Business Listing

- listing in Google My Business
- Google Merchant Store
- listing on Justdial
- listing on Sulekha
- listing on Indiamart
- listing in Asklaila

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