Digital Marketing

1 Introduction to Digital Marketing

Digital Marketing Basics

Purpose of Marketing

Segmentation & 4Ps of Marketing

Marketing Funnel

2 Digital Branding & Website Building

Basics of Branding

Building a Brand Identity

Online Presence

Storytelling in Digital Branding

Domain & Hosting

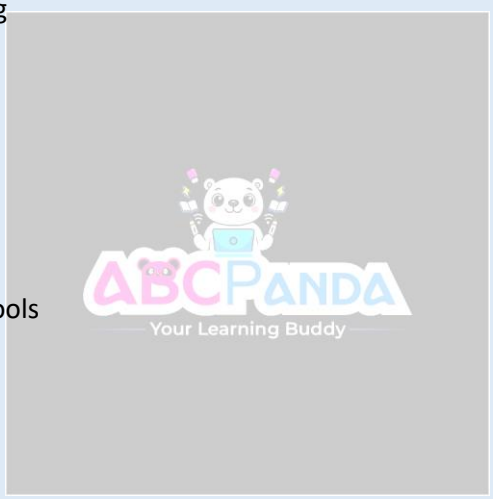
Wordpress Website Building

3 Keyword Research

Keyword Types & Research Tools

Competitive Analysis

Keyword Mapping



4 Search Engine Optimization

How Search Engines work

On-Page

Technical

Off-Page

Mobile & Local SEO

Google Algorithm & Black Hat SEO

Case Studies

5 Paid Advertising

Introduction to Google Ads

Types of Ad Campaigns

Ad Campaign Creation

Optimization & Reporting

Bidding Strategies & Terminologies

Case Studies

6 Analytics

Setting Up Analytics

Key Metrics and KPIs

Advanced Analytics Techniques

Custom Reports and Dashboards

7 Social Media Optimization

Profile Creation & Optimization

Hashtag Strategies

Content Calendar

Social Media Trends

Analytics & Measurement

8 Social Media Marketing

Social media for businesses

Facebook & Instagram Marketing

Types of Facebook Ads

Influencer Marketing

Campaign Measurement & Optimization

9 Email Marketing

Types of Email Marketing campaigns

Building email list

Email Content Creation

Email marketing Tool

Analytics & Reporting

10 Affiliate Marketing

Affiliate Marketing Models

Affiliate Networks

Performance Tracking and Analytics

11 Online Reputation Management

Understanding the basics of ORM

Building a Strong Online Presence

Tools for monitoring online mentions

12 Content Marketing

Content Planning

Blog Creation

Content Generation & Distribution

Content Marketing Tools

Case Studies