



## **Digital Marketing Course Module: -**

**Duration: 40 Hours**

### **Module 1 - Introduction to Digital Marketing**

- What is Digital Marketing
- Why Digital Marketing
- Importance of Digital Marketing
- How online marketing works
- Customer Engagement
- Case Study
- Website planning and development
- What makes a website?
- Essentials of a website design
- What are landing pages?
- Creating a landing page

#### **Hands-on Exercise**

- Creation of web site and pages

### **Module 2 - Email Marketing**

- What is Email Marketing?
- How is an Email sent?
- When to use Email Marketing?
- Advantages of Email Marketing
- Biggest challenge in Email Marketing
- Registration on Mailchimp
- Setting up an Email list
- Using apps to do Email Marketing
- Best practices of Email Marketing

#### **Hands-on Exercise**

- Using Mailchimp for Email Marketing



### **Module 3 - Search Engine Marketing - 1**

- What is Online Advertising
- Growth of online advertising
- Types of Online Advertising
- SEM vs SEO
- Keyword Research
- Setting up Adwords
- Using Keyword Planner tool
- Setting up campaign
- Ad Copy examples.

#### **Hands-on Exercise –**

- Canva.com
- Create Campaigns
- Create AdGroup and AdCopy

### **Module 4 - Search Engine Marketing - II**

- What is AdRank
- Search Campaign ideas
- Extensions
- Display Ads
- How to target audience
- Placement ideas
- Setting up a display campaign
- Remarketing Introduction

#### **Hands-on Exercise –**

- Ad cost calculation
- Display campaign schedule.

### **Module 5 - Social Media Marketing - I**

- What is Social Media
- Where can Social Media put to good use



- Different types of social channels
- Facebook
- Creating a fan page
- How to engage fans on your fan page
- Facebook advertising
- LinkedIn
- Marketing on linkedin groups
- Creating a company profile.

#### **Hands-on Exercise –**

- Content Planning and Schedule
- Create facebook page.

#### **Module 6 - Social Media Marketing - II**

- Understanding Twitter
- Setting up Twitter
- Setting up your Branding
- Twitter Analytics
- YouTube
- Why video works
- Setting up your channel
- What is Content Marketing.

#### **Hands-on Exercise –**

- Facebook Ad
- Twitter Ad
- LinkedIn Ad
- Youtube.

#### **Module 7 - Search Engine Optimization - I**

- What are search engines
- Major functions of a search engine
- What is SEO
- Why do we need SEO
- What are keywords



- Keyword Research
- How to find relevant keywords
- So what does the SEO involve
- What does on-page optimization involve
- SEO Basics: On-page optimization
- Google Webmasters
- Google Analytics for SEO.

#### **Hands-on Exercise –**

- Applying SEO in the website.

#### **Module 8 - Search Engine Optimization - II**

- Indexing
- Page Rank
- Off page Optimization
- Types of Link Building
- Monitoring your links.

#### **Hands-on Exercise –**

- Keyword Research
- Applying SEO in the website.

#### **Module 9 - Google Analytics**

- What is Digital Analytics
- Measurement of Data
- The Web Analytics process
- Where does the data live
- Different types of Analytics
- Setting up Google Analytics.

#### **Hands-on Exercise –**

- Audience report - To check poorest performing browser, OS etc
- Acquisition Report - To check poorest performing Campaign, keywords etc
- Google URL Builder
- Annotations.