

DIGITAL MARKETING TRAINING SYLLABUS

Introduction to DIGITAL MARKETING

- What is Digital Marketing?
- Evolution of Digital marketing
- Career Opportunities in Digital Marketing

Website and SEO Basics

- Introduction to websites
- Domain & Hosting
- Website Design Principles
- On-Page SEO
- Off-Page SEO
- Technical SEO

Social Media Marketing

- Introduction to Social Media
- Platform Selection & Strategy
- Creating Compelling Social Media Profiles
- Content Creation and Management
- Community Building and Engagement
- Social Media Advertising
- Analytics and Measurement

Paid Media and Online Advertising

- Introduction to Paid Media
- Pay-per-Click (PPC) Advertising
- Display Advertising
- Social Media Advertising (Advanced)
- Video Marketing
- Ad Campaign Setup and Optimization
- Ad Budgeting and Bidding Strategies
- Ad creative and Copywriting

Analytics and Data

- Importance Of Analytics in Digital Marketing
- Google Analytics Setup and Navigation
- Key Metrics and KPIs
- Conversion Tracking
- Locker Studio
- Data Interpretation and reporting

Content Marketing

- Content Marketing Strategy
- Blogging and Content creation
- Video Marketing
- Email Marketing
- Influencer Marketing
- Content Promotion
- Content Measurement and ROI

Email Marketing

- Introduction to Email Marketing
- Email List Building
- Email Campaign Creation
- Automation and Drip Campaigns
- Email Marketing Analytics

Capstone Project and Application

- Real-World Digital Marketing
- Project Planning and Execution
- Monitoring and Optimization
- Final Presentation and Feedback

Emerging Trends in Digital Marketing

- Voice Search and AI in Marketing
- Chabot's and Messaging Apps
- VR/AR in Marketing
- Privacy and Data Security

Career Development and Job Readiness

- Resume Building and Interview Tips
- Building an Online Portfolio
- Continuous Learning and Certification

 Office 305, 3rd Floor, Royal Tranquil, Konkane Chowk,
Pimple Saudagar, Pune Maharastra - 411027