

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 & Management
- Community Building & Engagement
- Social Media Advertising
- Analytics And Measurement

Paid Media & Online Advertising

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

Analytics & Data

- Importance Of Analytics in Digital Marketing
- Google Analytics Setup & Navigation

- Key Metrics & KPIs
- Conversion Tracking
- Locker Studio
- Data Interpretation & Reporting

Content Marketing

- Content Marketing Strategy
- Blogging & Content Creation
- Video Marketing
- Influencer Marketing
- Content Promotion
- Content Measurement & ROI

Email Marketing

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

Capstone Project & Application

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

Emerging Trends in digital Marketing

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

Career Development & Job Readiness

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