

Digital Marketing Syllabus

Overview:

In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

Course Objectives:

Digital marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark against your competitors to ensure that you are more effective.

Pre-requisite / Target Audience:

- ❖ No prior knowledge about marketing or digital marketing is required
- ❖ Speak and write English fluently
- ❖ Have broadband internet access
- ❖ Have basic PC skills and online access
- ❖ Be over the age of 18
- ❖ Be fully committed to Squared!

Module 1: Introduction to Digital Marketing:

In this module you will learn what is digital marketing, and importance of digital marketing. And you will also learn what is web site and levels of web site, Difference between blog, portal & website.

- ❖ What is digital marketing?
- ❖ How is it different from traditional marketing?
- ❖ ROI between Digital and traditional marketing?
- ❖ Discussion on Ecommerce
- ❖ Discussion on new trends and current scenario of the world?
- ❖ Digital marketing a boon or a Bane?
- ❖ How can digital marketing be a tool of success for companies?
- ❖ Video on importance of digital marketing
- ❖ Analysis of recent info graphics released by companies about digital marketing?
- ❖ How did digital marketing help the small companies and top inc
- ❖ Categorization of digital marketing for the business
- ❖ Diagnosis of the present website and business.

- ❖ Swot analysis of business, present website and media or promotion plan.
- ❖ Setting up vision,mission,and goals of digital marketing

Understanding a website

- ❖ What is a website?
- ❖ Levels of websites?
- ❖ Diff b/w Blog, Portal and Website?
- ❖ Diff b/w websites either static or dynamic

Module 2: Search Engine Optimization (SEO):

In this module you will learn complete about SEO (Search engine Optimization, what is On page optimization, Off page optimization, and you also learn how to prepare a reports like- Keywords, titles, meta tags etc..

- ❖ On page optimization techniques
- ❖ Off page Optimization techniques
- ❖ Reports

Module 3: Social Media Optimization (SMO):

In this module you will learn how to do SMO (Social Media Optimization) like Facebook, Twitter, LinkedIn, Tumblr, Pinterest and more social media services optimization.

- ❖ Introduction to social Media Marketing
- ❖ Advanced Facebook Marketing
- ❖ Word Press blog creation
- ❖ Twitter marketing
- ❖ LinkedIn Marketing
- ❖ Google plus marketing
- ❖ Social Media Analytical Tools

Module 4: Search Engine Marketing:

In this module you will learn what SME (Search Engine Marketing) is a paid tool like Google Adwords, now a days we have so many paid tools we discuss is briefly and display advertising techniques and all.

- ❖ Introduction to Search Engine Marketing
- ❖ Tools used for Search engine Marketing
- ❖ PPC /Google Adwords Tool
- ❖ Display advertising techniques
- ❖ Report generation

Module 5: Additional Module:

In this module you will learn about tools for more useful to SEO, these tool used for analysis on website traffic, keyword analysis and also you can learn Email marketing and all.

- ❖ Google Analytics
- ❖ Online Reputation Management
- ❖ E-Mail Marketing
- ❖ Affiliate Marketing
- ❖ Social Media Analytics
- ❖ Ad designing

At the end of the course participants will be able to

1. Online & Offline SEO
2. Competitive Analysis For Smarter Marketing
3. You will learn how to use dozens of proven digital marketing strategies
4. You will learn how to use all of the most popular social media platforms to grow your business
5. You will see tangible results by taking action throughout the entire course
6. You will increase conversions and sales with real world techniques
7. You will improve your brand identity and grow your brand's audience