

Course Content

Digital Marketing

Module 1: Concepts of Digital Marketing

- Defining digital/web marketing for the 21st century
- How to integrate digital marketing into the traditional marketing mix
- Strategy planning Budget allocation for digital, social, content, mobile, affiliate, email

Module 2: Importance of Website

- Mobile website/marketing
- Word press and CMS

Module 3: Inbound Marketing

- Inbound marketing methodology

Module 4: SEO (Search Engine Optimization)

- Types of Search Engines
- How Search Engines work
- Google Webmaster Guidelines
- Search Engine Optimization: (On-page/off-page optimization)
- Latest Search Engine Algorithms

Module 5: Universal SEO (Blended Search Engine Optimization)

- SEO for Images, Videos & other properties
- SEO for Social channels
- Local SEO – Google Map Listing/Google Places:

Module 6: Search Console (Google Webmaster Tools)

- Social Media Branding, Engagement & Management

Module 7: Content Development & Marketing

- How to come up with a content strategy/plan Content
- Content Management (Including content development)
- Content for social media
- Content for website
- Content for blogs
- Content for other properties
- Blogging for business
- Video Marketing & Optimization

Module 8: Social Media Marketing

- Social Media Marketing
- Social Media Advertisement
- How to come up with a social media plan
- Facebook – How Facebook works
- Facebook marketing & Advertisements
- How YouTube works
- How to maximize your Video Ads Facebook, LinkedIn, Twitter, Pinterest, Instagram, Live Videos (Facebook Live)

Module 9: App Marketing

- What is Mobile App Marketing?
- App marketing strategies

Module 10: Google Adwords (Pay Per Click)

Module 11: Email Marketing

Module 12: Affiliate and AdSense

Module 13: Case study

Module 14: Google Analytics