

## DIGITAL MARKETING TRAINING COURSE SYLLABUS

### Section 1: Digital Marketing – an overview

#### Topics:

- A short-term overview of digital marketing and all related set of activities:
- Search Engine Optimization
- Local SEO – Google My Business
- Search Engine Marketing – Google Ads
- Display Advertising – Contextual | Behavioral | Targeted
  - Google Ads
  - Facebook
  - LinkedIn
  - YouTube

### Section 2: Content Marketing & Blogging

#### Topics:

- Social Media Marketing
- Lead Generation
  - Marketing Offer – Good-looking / Related Offer
  - Landing Page – Offer's details with form
  - Conversion Page – Thank you page
- Email Marketing – using MailChimp
- Video Marketing – YouTube
- Responsive Design
- Google Analytics

#### Hands-On Practical:

- Social Media Marketing - SMO practices by publishing different social media strategies to publish contents in various social media platform
- Lead Generation - Briefing about lead based business modules
- Website: Landing page /Product Page / Blog Page
- Email Marketing -Creation using online tools mailchimp
- Video Marketing -Creating account in youtube channels and posting videos
- To create Social Media Account
- To Create Email Template and run Email campaign
- To create YouTube account and publish video content

### Section 3: Search Engine Optimization

#### Topics:

- What is SEO?
- Why SEO?
- Google's Search Algorithms
- How Search Engine works?
- Does SEO really take time to get results?
- 21 SEO Advices that every website owner, designer, blogger and content writer need to know
- ON Page
- Technical SEO
- Website Audit
- LINK Buildings
- Backlinks

#### **Hands-On Practical:**

- On page and off page techniques with sample websites
- Technical SEO implementations
- Website Audit
- SEO site audit check using audit tools
- Backlink strategies implementations
- Technical issues solving

### Section 4: Keyword Research & Analysis

#### Topics:

- Researching Potential keywords
- Google keyword Planner Tool
- Identifying other keywords from Google autosuggestions
- Finalizing your money keywords

#### **Hands on Practical:**

- Analyzing Business module
- Find the potential Keywords with high search volume trends
- Accessing Google Keyword Planner Tool to find business keywords
- Assign sample website to find the potential keywords

## Section 5: Google Ads

### Topics:

- Understanding Google Networks
- Keyword Research – how to choose the right keywords to advertise?
  - Creating Content Hierarchy first!
  - Brainstorming – Think and discuss them!
  - Google Suggest
  - Related Searches
  - Google Keyword Planner
  - Keyword Tools
- Know your Competitors' Keywords using SEMRush
- Keywords Matching Selections – Broad, Phrase, Exact, and Broad Match Modifier

### Hands on practical:

- Creating Sample Google Ad words campaign
- Analyzing Competitor keywords to Target for the better reach and the right audience to minimize the ad budget
- To run a different types of ad campaign with the ad strategy

## Section 6: Google Analytics

### Topics:

- Getting Started with Google Analytics
- Understanding Dashboards
  - Real Time
  - Audience
  - Acquisition
  - Traffic Source
  - Content
  - Conversions
- Defining Business Goals and Objectives
- Insights – Ask Google Analytics Intelligence
- Heatmap – CrazyEgg
- Google Tag Manager
- Google Analytics Academy

### Hands on practical:

- Implementing Google Analytics with the help of Google analytic tool and track the business results.

- Assign to create different type of custom Reports and insights

## **Section 7: Social Media Marketing**

### **Topics:**

- Social Media Marketing Strategy
- Setting up Social Media Goals
- Knowing your Audience
  - Google Alerts
  - TweetDeck
  - Panoramiq – Instagram listening tool
  - Hashtags – Best Practices & Tools
- Facebook / Instagram / LinkedIn
  - Optimizing your Social Media profiles
  - Boosting a Post
  - Facebook/Instagram Advertising using Facebook Ads Manager
  - Remarketing using Facebook Custom Audiences
  - LinkedIn Advertising: Text Ads - Sponsored Content

### **Hands on Practical:**

- Implement Face book,
- Instagram and LinkedIn ad's
- Assign to run ads in face book, instagram & LinkedIn

## **Section 8: Content Marketing**

### **Topics:**

- Ideas for Content Marketing
- Search Tendencies and finding relevant questions to be answered
- Tips to write social media updates
- Inbound Marketing Methodology
- Social Follow & Social Sharing Tools
- Daily 80-minute Social Media Plan

### **Hands on Practical:**

- In depth of Inbound and outbound marketing Methodologies using real time examples

- Guiding and tips for Content creation and blog creation.
- Q/A and forums Creation
- Real time Content Optimization
- Content optimization and Publishing

## **Section 9: Measuring Success**

### **Topics:**

- Comments, Shares, and Likes
- Track performance using Google Analytics
- UTMs – URL Builder
- Bounce Ratio, Time Spent on Site and Conversions!
- Tracking your email

