

Digital Marketing Training Course Content

Chapter 1: Marketing & Branding basics

- What is Marketing?
- What is Marketed?
- Who Markets?
- Core Marketing Concepts
- Marketing 4.0
- Branding & Brand Strategies
- Role of Marketing Communications
- Marketing Communications Mix

Chapter 2: Digital Marketing

- What is Digital Marketing?
- Traditional Vs Digital Marketing
- Why Digital Marketing matters?
- How do Digital Marketing works?
- Channels in Digital Marketing
- Benefits of Digital Marketing

Chapter 3: Content Marketing

- What is Content Marketing and how does it work?
- The Power of Storytelling
- Why good web design matters for content marketing?
- Generating Content Ideas
- Planning a long term content strategy
- Content creation framework
- Importance of effective writing
- Content Formats & Repurposing
- Importance of SEO in content marketing
- Content Promotion

Chapter 4: Search Engine Optimization

- Introduction to SEO - What and Why?

- On-page SEO
- Off-page SEO
- How does Search Engine work?
- Keyword Research in SEO
- Black hat and Grey hat SEO
- SEO Audit, Tools and Measurement
- Career in SEO

Chapter 5: Search Engine Marketing

- Introduction to SEM - What and Why?
- Keyword Research for SEM
- Different Campaign Types - Search, Display & Video
- Introduction for Search Network Campaign
- What are Google Ads? and Why?
- Creation of Google Search Network Campaign
- Creation of Google Display Campaign
- Ads Retargeting
- Video Ads - YouTube Marketing
- SEM Tools
- Career in SEM

Chapter 6: Social Media Marketing

- Introduction to Social Media
- What is Facebook Marketing
- How does Facebook Advertising works?
- Instagram Marketing
- LinkedIn Marketing
- Twitter and Quora Marketing
- Social Media Marketing strategy
- Creating content for SMM
- SMM Tools
- Career in SMM

Chapter 7: Web Analytics

- Introduction to Web Analytics
- Google Analytics

- How does Google Analytics work?
- Basic Metrics
- Understanding Analytics Dashboards
- Web pages and Landing page analysis
- Content performance analysis
- Web visitors analysis
- Social Media analytics

Chapter 8: Inbound Marketing

- What is Inbound Marketing?
- Inbound Marketing Strategies
- Planning a long term content strategy
- Conversion oriented landing page design
- Understanding Social Media promotion
- Developing a Conversational Growth Strategy
- Understanding Conversion Strategy
- Conversion Optimization
- Lead Nurturing

Chapter 9: Email Marketing

- Why market your business with email?
- Effective email content
- How to create an email campaign
- Email Automation
- Email content strategy template
- Email Marketing analytics
- A career in email marketing