

# Digital Marketing Course Under



# Syllabus

## ✓ **Digital Marketing Overview**

- ◆ Introduction
- ◆ What is digital marketing?
- ◆ How does digital differ from traditional advertising?
- ◆ How does digital marketing stack up against traditional marketing in the modern era?

## ✓ **Website Planning & Creation**

- ◆ What is Domain
- ◆ Hosting
- ◆ Create Blogging Website

## ✓ **Email Marketing**

- ◆ What is Email
- ◆ How To Create Emails
- ◆ Tools

## ✓ **Lead Generation**

- ◆ What is Leads
- ◆ How To Create
- ◆ Lead Generation Media

## ✓ **Google Ads**

- ◆ What is Google PPC/Paid Ads
- ◆ Search Network campaign
- ◆ Display Network campaign
- ◆ Shopping campaign
- ◆ Video campaign
- ◆ App campaign

## ✓ **Google Analytics**

- ◆ Google Analytics Tool Overview
- ◆ Configuration Methods
- ◆ Analyze The Results

## ✓ **Facebook Marketing**

- ◆ Business Account Creation
- ◆ Page Setup & Customization
- ◆ Increase Page Reach, Likes, Followers
- ◆ Facebook Advert Manager

## ✓ **LinkedIn Marketing**

- ◆ Account Creation & Setup
- ◆ Page Creation & Setup
- ◆ Increase Followers and Connections

## ✓ **Twitter Marketing**

- ◆ Account Creation
- ◆ Page Creation & Setup
- ◆ Increase Followers & Reach

## ✓ **Video Marketing**

- ◆ Create YouTube Channel & Setup
- ◆ Increase Subscribers, Views
- ◆ Paid Video Marketing

## ✓ **Instagram Marketing**

- ◆ Account/Page Creation
- ◆ Increase Followers, Likes, reach
- ◆ Paid Advert

## ✓ **Pinterest Marketing**

- ◆ Account Creation
- ◆ Increase Followers, Likes, reach

## ✓ **Search Engine Optimization (SEO)**

- ◆ What is SEO
- ◆ Available Search Engines
- ◆ On-Page
- ◆ Off-Page
- ◆ SEO Strategy
- ◆ Results Before & After

## ✓ **Online Display Advertising**

- ◆ How To Do Paid Advertisement

## ✓ **Ecommerce Marketing**

## ✓ **Mobile Web Marketing**

## ✓ **Content Marketing**

- ◆ What is Content
- ◆ How To Create Unique Content & Publish

## ✓ **Online Reputation Management**

- ◆ Maintain Online Reputation Of Your Brand

- ✓ **Affiliate Marketing Basics**
- ✓ **AdSense & Blogging**
  - ◆ How To Earn Money From Blogging
  - ◆ Setup AdSense Account
  - ◆ Monitoring
- ✓ **How To Grab Freelancing Projects?**
- ✓ **Doubt Clearing Session**



# What is Digital Marketing?

Digital Marketing is a way to reach the people with the help of digital media. Digital Media could be our devices which operated by using the internet...



## What is SEO?

SEO stands for Search Engine Optimization. Optimize the search engines for

All major search engines such as Google, Bing and Yahoo have primary search results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users.



## What is SMO/SMM?

Social media marketing is the use of social media platforms and websites to promote a product or service. Social media platforms like Facebook, Twitter, Instagram, WhatsApp, LinkedIn, Pinterest, Tumblr, etc...



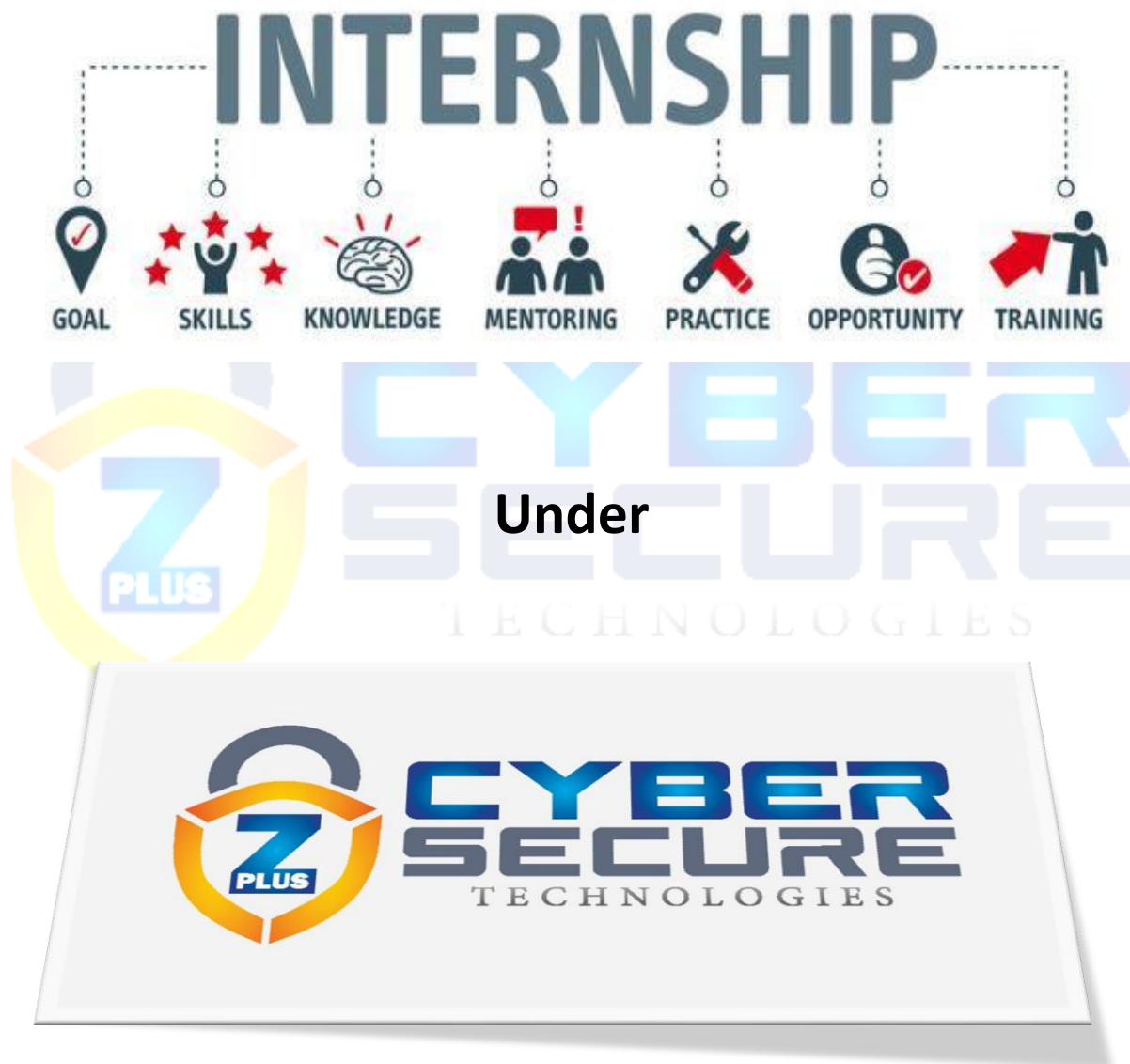
## Google Pay Per Click (PPC)

Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users.





# Internship Program!



# THANK YOU!



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