

MarketIQ Junction - 2-Day Digital Marketing Bootcamp

Program Overview

Our 2-day Digital Marketing Bootcamp is an intensive program designed for individuals seeking a quick and practical introduction to digital marketing. With 8 hours of daily learning, this bootcamp combines theoretical understanding with hands-on experience.

- Duration: 2 Days
- Hours: 8 hours per day
- Placement Support: No placement support

Course Structure

Topic	Duration
Introduction to Digital Marketing	2 hours
Social Media Marketing Basics	4 hours
SEO Fundamentals	4 hours
Content Writing Essentials	2 hours
Email Marketing Basics	2 hours
AI Tools in Marketing	2 hours

Detailed Syllabus

Introduction to Digital Marketing

- Overview of digital marketing basics

- Understanding the role of digital platforms
- Latest trends in the digital landscape

Social Media Marketing Basics

- Creating and managing social media profiles
- Basics of social media advertising
- Insights into audience engagement strategies

SEO Fundamentals

- Introduction to Search Engine Optimization
- Basics of keyword research and implementation
- Understanding meta tags and their importance

Content Writing Essentials

- Fundamentals of effective content writing
- Crafting content for digital platforms
- Writing for SEO and audience engagement

Email Marketing Basics

- Overview of email marketing tools and techniques
- Creating impactful email campaigns
- Understanding email analytics

AI Tools in Marketing

- Introduction to AI-powered marketing tools
- Using AI for audience insights and engagement
- Exploring AI-based automation for campaigns

Course Highlights

- Hands-on Experience: Apply concepts through real-time exercises and examples
- Certifications: Receive a Digital Marketing Bootcamp Certificate

Contact Information

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Enroll today to kickstart your digital marketing journey with MarketIQ Junction!