Digital Marketing
(SEO, Social Media, Paid Ads & Analytics)

Chapter 1: Introduction to Digital Marketing

- What is digital marketing
- Traditional vs digital marketing
- Digital marketing channels overview
- Customer journey & funnel
- Career opportunities

Chapter 2: Marketing Fundamentals & Strategy

- Marketing concepts & terminology
- Brand positioning
- Target audience & buyer personas
- Marketing goals & KPIs
- Creating a digital marketing strategy

Chapter 3: Website Basics & Online Presence

- How websites work
- Domain & hosting basics
- Website structure & UX basics
- Landing pages
- Conversion optimization basics

Chapter 4: Search Engine Optimization (SEO) – Basics

- How search engines work
- On-page vs off-page SEO
- Keyword research
- SEO tools overview
- Search intent

Chapter 5: On-Page SEO Techniques

- Title tags & meta descriptions

- URL structure
- Content optimization
- Image optimization
- Internal linking

Chapter 6: Technical & Off-Page SEO

- Technical SEO basics
- Website speed optimization
- Mobile & core web vitals
- Backlinks & link building
- Local SEO basics

Chapter 7: Content Marketing

- Content marketing strategy
- Blog writing basics
- Content calendars
- Copywriting principles
- AI tools for content creation

Chapter 8: Social Media Marketing

- Overview of social platforms
- Content creation & scheduling
- Social media algorithms
- Community management
- Influencer marketing basics

Chapter 9: Paid Advertising (PPC)

- Introduction to paid ads
- Google Ads fundamentals
- Search, display & video ads
- Keyword bidding strategies
- Ad copy & creatives

Chapter 10: Social Media Paid Campaigns

- Facebook & Instagram Ads
- Audience targeting
- Campaign setup & optimization
- Budget management
- Retargeting strategies

Chapter 11: Email & WhatsApp Marketing

- Email marketing fundamentals
- Campaign creation
- Automation & drip campaigns
- WhatsApp marketing basics
- Compliance & best practices

Chapter 12: Analytics & Performance Tracking

- Google Analytics basics
- Tracking conversions
- Campaign performance analysis
- Reports & dashboards
- Data-driven decision making

Chapter 13: Marketing Automation & AI Tools

- Introduction to marketing automation
- CRM basics
- AI tools for ads & SEO
- Chatbots & automation workflows
- Productivity optimization

Chapter 14: Capstone Project & Freelancing

- End-to-end digital marketing campaign
- Real-world case studies
- Client reporting
- Freelancing & agency setup basics
- Portfolio & interview preparation