**Digital Marketing**

**Month 1: Foundations of Digital Marketing**

Week 1: Introduction to Digital Marketing

* Overview of digital marketing
* Importance and benefits of digital marketing
* Digital marketing channels and platforms

Week 2-3: Developing a Digital Marketing Strategy

* Setting goals and objectives
* Target audience identification
* Crafting a digital marketing plan

Week 4-5: Content Marketing and Social Media

* Creating compelling content for digital marketing
* Social media marketing strategies
* Platforms: Facebook, Instagram, Twitter, LinkedIn

Week 6: Email Marketing and Analytics

* Effective email marketing campaigns
* Introduction to marketing analytics
* Tools for tracking and analyzing marketing performance

**Month 2: Advanced Digital Marketing Techniques**

Week 1-2: Search Engine Optimization (SEO)

* Basics of SEO
* Keyword research and on-page optimization
* Off-page optimization and link building

Week 3-4: Pay-Per-Click (PPC) Advertising

* Understanding PPC advertising
* Google Ads and Bing Ads
* Campaign setup and optimization

Week 5: Influencer Marketing and Affiliate Marketing

* Leveraging influencers for marketing
* Introduction to affiliate marketing
* Building and managing affiliate programs

Week 6: Final Project and Future Trends

* Guided work on a digital marketing project
* Emerging trends in digital marketing
* Final presentations and feedback