

## **Digital Marketing Outline (DM)**

### **Description:**

An introduction to the fundamentals of digital marketing, including a broad overview of SEO, SEM, email marketing, and analytics.

### **Duration:**

8 weeks

### **Level:**

Beginner

### **Modules / Topics:**

- Overview of Digital Marketing
- Introduction to SEO & SEM
- Basics of Content Strategy
- Introduction to Email & SMS Marketing
- Overview of Google Ads & Facebook Ads
- Understanding Analytics and Reporting

### **Tools & Technologies:**

Google Analytics, Mailchimp, SEMrush

### **Expected Outcome:**

Gain a foundational understanding of digital marketing and be able to implement basic digital marketing strategies and techniques using industry-standard tools.