

## **Syllabus for Digital Marketing**

- **Module 1: Introduction to Digital Marketing**

- What is Digital Marketing?
- Importance and benefits of Digital Marketing
- Evolution of Digital Marketing
- Overview of key concepts: SEO, SEM, SMM, Email Marketing, Content Marketing, Analytics

- **Module 2: Website Essentials**

- Basics of Website Creation and Design
- User Experience (UX) and User Interface (UI) Principles
- Understanding Responsive Design
- Introduction to Content Management Systems (CMS) like WordPress

- **Module 3: Search Engine Optimization (SEO)**

- Fundamentals of SEO
- On-Page SEO Optimization (Meta tags, keywords, content optimization)
- Off-Page SEO Techniques (Link building, backlinks, domain authority)
- SEO Tools and Analytics (Google Search Console, Google Analytics)

- **Module 4: Search Engine Marketing (SEM)**

- Introduction to Search Engine Marketing (SEM)
- Google Ads (formerly AdWords) and Bing Ads
- Keyword Research and Selection
- Campaign Setup, Ad Groups, and Ad Copywriting

- Budgeting and Bidding Strategies
- Conversion Tracking and Optimization

- **Module 5: Social Media Marketing (SMM)**

- Social Media Landscape and Trends
- Creating a Social Media Strategy
- Platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube
- Content Creation and Publishing
- Paid Social Advertising
- Social Media Analytics and Performance Measurement

- **Module 6: Email Marketing**

- Introduction to Email Marketing
- Building Email Lists and Segmentation
- Email Campaign Planning and Execution
- Email Automation and Drip Campaigns
- Deliverability and Spam Compliance
- Email Marketing Tools (e.g., MailChimp, Constant Contact)

- **Module 7: Content Marketing**

- Understanding Content Marketing
- Content Strategy and Planning
- Types of Content: Blog posts, Infographics, Videos, eBooks
- Content Creation, Distribution, and Promotion
- Content Calendar and Editorial Planning

- **Module 8: Online Advertising and Display Marketing**

- Display Advertising Networks (Google Display Network, Facebook Ads)
- Banner Ads and Rich Media Advertising
- Retargeting and Remarketing Strategies
- Performance Metrics and ROI Measurement

- **Module 9: Analytics and Data Insights**

- Importance of Analytics in Digital Marketing
- Google Analytics Setup and Configuration
- Key Metrics and KPIs (Traffic sources, Conversion rates, Bounce rates)
- Campaign Tracking and Reporting

- **Module 10: Mobile Marketing**

- Mobile Marketing Landscape
- Mobile App Marketing Strategies
- Responsive Design and Mobile Optimization
- SMS Marketing and Push Notifications

- **Module 11: E-commerce Marketing**

- Overview of E-commerce Marketing
- E-commerce Platforms and Marketplaces
- Product Listing Optimization (SEO for E-commerce)
- Conversion Rate Optimization (CRO)

- **Module 12: Digital Marketing Strategy and Planning**

- Developing a Digital Marketing Plan
- Setting Goals and Objectives
- Budgeting and Resource Allocation
- Campaign Execution and Monitoring
- Performance Analysis and Optimization

- **Learning Resources**

- Online courses and certifications (e.g., Google Digital Garage, HubSpot Academy)
- Blogs, podcasts, and industry publications (e.g., Moz, Neil Patel, Social Media Examiner)
- Practical exercises and hands-on projects (e.g., creating ad campaigns, optimizing website content)
- Networking and industry events (e.g., webinars, workshops, conferences)

- **Projects and Practical Assignments**

- Creating and managing a Google Ads campaign
- Developing a social media content calendar
- Optimizing website SEO and monitoring performance
- Building and executing an email marketing campaign
- Analyzing digital marketing metrics and preparing reports