

Digital Marketing Course

(3 Months)

Course Overview

1. Course Duration: **3 Months**
2. Class Schedule: **Daily 2 Hours**
3. Mode: **Offline/Online**

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Month 1

Digital Marketing
Fundamentals

02

Month 2

Advanced
Techniques

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Month 3

Tools and Career
Preparation

01 Month

Digital Marketing Fundamentals

Week 01

Introduction to Digital Marketing

1. Overview, scope, and ecosystem
2. Key concepts: SEO, SEM, SMM, Content, and Email Marketing

Week 02

Website Planning and Development

1. Basics of website creation
2. Platforms: WordPress, Wix, Shopify .

Week 03

Search Engine Optimization (SEO)

1. On-page and off-page SEO basics
2. Tools: Google Keyword Planner, Ubersuggest.

Week 04

Content Marketing

1. Crafting engaging content
2. Tools: Grammarly , Canva , BuzzSumo .

02 Month

Advanced Techniques

Week 05

Social Media Marketing (SMM)

Content planning and tools: Hootsuite, Buffer

Week 06

SEM and Pay-Per-Click (PPC)

Google Ads and campaign management

Week 07

Email Marketing

1. Automation and A/B testing
2. Tools: Mailchimp, HubSpot

Week 08

Affiliate and Influencer Marketing

1. Basics of affiliate marketing
2. Influencer partnership

03 Month

Tools and Career Preparation

Week 09

Analytics and Reporting

- Google Analytics, SEMrush

Week 10

E-commerce Marketing

- Strategies for platforms like Amazon

Week 11

Portfolio Building

- Freelancing opportunities

Week 12

Final Assessment and Certification

- Live project execution

THANKS!



Do you have any questions?

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