



3-Month Internship Program

(12 Weeks): Digital Marketing and Content Creation Training Training

Week 1: Introduction to Digital Marketing

- **Topics:**
 - Overview of digital marketing and its importance.
 - Key digital marketing channels: SEO, SEM, email marketing, content marketing, and social media.
 - Digital marketing strategy and planning.
 - Introduction to digital marketing metrics and KPIs.
- **Assignment:**
 - Research and create a basic digital marketing strategy for a brand.

Week 2: Social Media Marketing

- **Topics:**
 - Introduction to social media platforms: Facebook, Instagram, LinkedIn, Twitter, TikTok, etc.
 - Developing a social media strategy.
 - Social media content creation and scheduling tools (Hootsuite, Buffer).
 - Analyzing social media performance with insights and metrics.
- **Assignment:**
 - Create a social media marketing campaign for a brand with posts and schedule them.

Week 3: Content Marketing Fundamentals

- **Topics:**
 - Overview of content marketing and its role in digital marketing.
 - Types of content: blogs, videos, infographics, eBooks, case studies.
 - Content planning, creation, and distribution strategies.
 - Introduction to content management systems (WordPress, Wix).
- **Assignment:**
 - Write a blog post and create a content calendar for a brand.



Week 4: Search Engine Optimization (SEO)

- **Topics:**

- **Introduction to SEO and its importance for website visibility.**
- **On-page SEO: Keywords, meta tags, content optimization.**
- **Off-page SEO: Backlinks, social signals, guest blogging.**
- **Technical SEO: Site speed, mobile optimization, XML sitemaps.**

- **Assignment:**

- **Perform an SEO audit of a website and optimize a web page for target keywords.**

Week 5: Search Engine Marketing (SEM) and Google Ads

- **Topics:**

- **Overview of SEM and Google Ads.**
- **Creating and managing Google Ads campaigns (search, display, video ads).**
- **Keyword research and bid strategy in Google Ads.**
- **Analyzing and optimizing SEM campaigns for performance.**

- **Assignment:**

- **Set up and run a Google Ads campaign for a product or service.**

Week 6: Email Marketing

- **Topics:**

- **Introduction to email marketing and its effectiveness.**
- **Building an email list and segmentation.**
- **Designing email templates and writing engaging copy.**
- **A/B testing, automating email campaigns, and analyzing results.**

- **Assignment:**

- **Create an email marketing campaign for a product or service.**



Week 7: Video Marketing and YouTube Strategy

- **Topics:**

- Importance of video marketing in digital strategies.
- Planning and creating video content for YouTube and other platforms.
- YouTube SEO: Titles, tags, thumbnails, and descriptions.
- Analyzing video performance with YouTube Analytics.

- **Assignment:**

- Create a video script, shoot a video, and optimize it for YouTube.

Week 8: Influencer Marketing

- **Topics:**

- Introduction to influencer marketing and identifying influencers.
- Building influencer relationships and campaigns.
- Measuring influencer marketing success and ROI.
- Tools and platforms for influencer marketing (BuzzSumo, HypeAuditor).

- **Assignment:**

- Identify potential influencers for a brand and propose a collaboration plan.

Week 9: Content Creation Tools and Techniques

- **Topics:**

- Overview of content creation tools for writing, design, and video editing (Canva, Adobe Spark, Adobe Premiere).
- Image and video editing basics.
- Content repurposing techniques: Blogs to videos, social posts to infographics.
- Developing a brand voice and tone for content.

- **Assignment:**

- Create a series of branded social media posts using Canva or Adobe Spark.



Week 10: Analytics and Performance Tracking

- **Topics:**

- Introduction to Google Analytics and other marketing analytics tools.
- Key metrics for evaluating digital marketing performance (CTR, conversion rate, bounce rate).
- Setting up goals and tracking conversions.
- Data-driven decision-making for campaign optimization.

- **Assignment:**

- Set up Google Analytics on a website and analyze the traffic performance.

Week 11: Paid Social Advertising

- **Topics:**

- Overview of paid advertising on social media platforms (Facebook, Instagram, LinkedIn).
- Creating and managing paid ad campaigns: Budgeting, targeting, and ad creatives.
- Measuring and optimizing ad performance.
- Retargeting and remarketing strategies.

- **Assignment:**

- Set up and run a paid advertising campaign on Facebook or Instagram.

Week 12: Final Project

- **Topics:**

- Bringing together all the digital marketing and content creation skills learned.
- Developing a complete digital marketing strategy for a real or hypothetical business.
- Creating a content calendar, social media posts, and a performance measurement plan.

- **Assignment:**

- Present a comprehensive digital marketing plan, including content creation and campaign strategies.

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