

Digital Marketing Syllabus

☐ **Digital Marketing Basics**

- ☐ Principles of digital marketing
- ☐ Latest Digital Marketing Trends

☐ **Search Engine Optimization**

☐ **SEM (Search Engine Marketing)**

- ☐ Search Engine Marketing Principles & Overview__
- ☐ Understanding Google Ads (Previously Adwords) Tool
- ☐ Campaign Management
- ☐ Ad writing / Creation Techniques
- ☐ Understanding of Ad Targeting & Remarketing
- ☐ Understanding of Landing Pages
- ☐ Understanding of Conversion Tracking

☐ **Social Media Marketing**

- ☐ Social Media Marketing Principles & Overview
- ☐ Understanding of Core Optimization
- ☐ Understanding of Content Development & Marketing
- ☐ Understanding of Social Media Advertisement
- ☐ Facebook / Instagram Marketing
- ☐ Twitter Marketing
- ☐ Linkedin Marketing
- ☐ Youtube Marketing

☐ **Email Marketing**

- ☐ Email Marketing Principles & Overview

☐ Understanding of Lead Email Generation Methods

☐ Understanding of Bulk Email Tools

☐ Understanding of Frequency & Measurement

☐ **Web Analytics & Conversion Rate Optimization**

☐ Web Analytics Principles & Overview

☐ Understanding & Configuration of Google Analytics

☐ Understanding of Key Metrics & Dimensions

☐ Learning of Event tracking

☐ Learning of Goals set up & funnel visualization

☐ Understanding & Configuration of Google Optimize

☐ Learning of Conversion Rate Optimization including AB / Split Testing (s)

☐ Learning of custom dashboard / segments/ reports generation