

## Diploma In Digital Marketing Lectureflow

<b>Introduction to Marketing</b>	<b>4</b>
<ul style="list-style-type: none"> <li>• WWW</li> <li>• What is marketing? , How we do Marketing? , What is Digital Marketing? , Digital marketing Platforms and Strategies, Digital Marketing vs Traditional Marketing, Defining Marketing Goals, Latest Digital marketing trends</li> <li>• What is Website?- Understanding website, Structure, WordPress, Website Creation,</li> <li>• What is marketing?, How we do Marketing?, What is Digital Marketing?, Digital marketing Platforms and Strategies, Digital Marketing vs Traditional Marketing, Defining Marketing Goals, Latest Digital marketing trends</li> <li>• Web Site</li> <li>• Case studies of Digital Campaigns, Latest Digital marketing trends</li> <li>• Web Page Creation, WordPress Themes, Widgets, Plugins, How to register Site &amp; Hosting of site?</li> <li>• Business Models &amp; Competitor Research</li> <li>• Home page</li> <li>• How to create a Customer Persona?</li> <li>• Web Server</li> <li>• Marketing Funnel Basics</li> <li>• Metrics and Ratios</li> <li>• What is Website?- Understanding website, Structure, WordPress, Website Creation, Case studies of Digital Campaigns, Latest Digital marketing trends</li> <li>• Careers in Digital Marketing</li> </ul>	
<b>Module-2) DM - Introduction to Digital Marketing</b>	<b>6</b>
<ul style="list-style-type: none"> <li>• Digital Marketing</li> <li>• Online marketing</li> <li>• Planning</li> <li>• Visibility</li> <li>• Traffic</li> <li>• User Engagement</li> <li>• Lead Generation</li> <li>• Planning Tools</li> <li>• What is Search Engine</li> <li>• Search engine Optimization</li> <li>• Ranking Factor</li> <li>• Link building</li> </ul>	
<b>Module-1) DM - Introduction to Website</b>	<b>2</b>

- WWW
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- What is Website?- Understanding website, Structure, WordPress, Website Creation,
- Web Site
- Case studies of Digital Campaigns, Latest Digital marketing trends
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- Home page
- Web Server

### Module-3) DM - SEO and Keyword search

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- SEO: How does the world of Search Engines work?
- How websites are structured & Role of Keywords in SEO
- What Is SEO? Why Is SEO Important? Introduction to SEO (How do Search Engines work?) Indexing & Crawling Basics Optimizing Crawl Budget Intro to SEO
- Algorithm Updates, History of Google Algorithms, Panda, Penguin, Pigeon, Caffeine updates , RankBrain and the Future of SEO - Introduction to SEO
- "SEO Technique Black Hat SEO White Hat SEO Gray Hat SEO OnPage SEO OffPage SEO Technical SEO Local SEO eCommerce SEO"
- Keyword Research What is Keyword Research and why is it important? Benefits of Keyword research
- Keyword research - Keyword Proximity, Keyword Prominence, Keyword Density, Keyword Frequency, Keyword Cannibalization
- - Types of Keyword Informational keywords Transactional keywords Commercial keywords Navigational keywords Long Tail keywords Mid Tail keywords Short Tail keywords LSI keywords Competitors keywords
- On-page SEO fundamentals Creating SEO-friendly content (title tags, meta descriptions, headers(What is Html h1- H6), etc.) Importance of quality and relevance in content
- Content length, readability, and user engagement metrics Creating SEO friendly Content Content Quality Structure Schema - Schema Types, Micro, JSON LD • Common JSON Schema Tags , Organisation, Blog, product, service..... Internal linking, External linking
- Local SEO What is Local SEO, Google My Business, Bing Places, Local Pages on your website, Local Listings/Citations,
- Technical SEO Website Structure and Architecture Importance of a well-structured website
- URL structure and best practices Internal linking strategies Mobile SEO Mobile-first indexing
- Responsive design vs. mobile versions Page speed and user experience on mobile Crawling and Indexing Importance of XML sitemaps and robots.txt
- Dealing with crawl errors Canonical tags and duplicate content issues Site Speed and Performance Tools for measuring site speed (Google PageSpeed Insights, GTmetrix) Techniques to improve site speed (image optimization, browser caching, minification)

- Off-Page Activities What is Link Building, Link Building Tactics, Manual Link Building Process, Link Building Metrics Backlink Audits using SEMrush.com, Backlink audit of one website, How to audit backlinks of competitors and gain insights, SEO Audit, Tools, Measurement
- "Backlink Audit, Page , Speed Audit with GTMetrix , Google Page Speed Insights, Mobile Site Audit ,Google Search Console"
- Guest Posting (PRACTICAL ) Directory Submission Social Bookmarking Submission
- Web 2.0 Submission Article Submission Press Release Submission
- Forum Submission PPT Submission PDF Submission Video submission
- Classified Submission Business Listing Blog Commenting Guest Posting
- Infographics submission Broken link building HARO Disavow
- TOOLS FOR SEO "Google Search Console : Google Tag Manager " "Using Screaming Frog technical audit - Google Analytics - diff between GAU & GA4, Goal Creation, Event Creation, Tracking, number of users, bounce rates, average session duration, sessions by channel, pageviews, goal completions - Google Data Studio "
- Module 7: Advanced SEO Techniques Voice Search Optimization Understanding voice search and its impact on SEO Optimizing for voice search queries SEO for E-commerce
- Unique challenges of e-commerce SEO Optimizing product pages, category pages, and user-generated content SEO for International Sites
- Implementing hreflang tags for multi-language sites Geo-targeting and international SEO best practices

#### **Module-4) DM - Google Ads**

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- What is PPC
- Adwords Account Management
- PAY PER CLICK (PPC) Ad-Words Account Setup Creating Ad-Words Account Ad-Words Dash Board Billing in Ad-Words Creating First Campaign Understanding purpose of Campaign Account Limits in Ad-Words Location and Language Settings Networks and Devices Bidding and Budget Schedule: Start date, end date, ad scheduling Ad delivery: Ad rotation, frequency capping Demographic bidding (Display Only) Ad groups and Keywords Display Ad Server Keyword Types (Broad, Phrase, Exact and Negative
- Google Adsense and Admob
- Google Merchant

#### **Module-5) DM - Social Media Marketing**

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- Video marketing
- Facebook Marketing, What is Facebook Marketing?, Facebook Page Best Practices, KPIs to measure success, Facebook Insights, Facebook Business Manager
- Content marketing
- 0How does Facebook Advertising Work?, Facebook Ad Campaign Objectives, Facebook Ad Targeting
- Keyword research

- Instagram & LinkedIn Marketing Marketing on Instagram, Optimizing your instagram business profile, Crafting an Instagram content strategy, Best Practices
- Play list
- Influencer Marketing on Instagram, Analytics & Measurement, Instagram Ads
- Annotation and linking
- LinkedIn as a Marketing Platform ,LinkedIn for Personal Branding, Brand Marketing on LinkedIn , LinkedIn Company Pages , LinkedIn Advanced Search , LinkedIn Premium ,LinkedIn Ads
- Email marketing
- Twitter Marketing, Twitter Marketing for Brand Awareness , Twitter Ads, Twitter Analytics , Twitter Tools , Crowdfire, Tweriod, Hashtagify, Ritetag, TweetReach & TweetArchivist
- Email marketing plan
- Pinterest Marketing & Creating a Successful Digital Marketing Strategy Pinterest Marketing, Pinterest for business , Marketing on Pinterest , Best Practices , Leveraging Rich Pins , Analytics & Measurement
- Affiliated Marketing
- Social Media Marketing Tools, Hootsuite , Buffer
- Mobile Marketing
- Local search
- Types of content of social media
- Social media Channels
- Promoting
- Google Adwords
- Content plan
- Different types of Content
- Facebook pixels and catalogue

### **Module-6) DM - Google Analytics And Tag Manager**

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- Google web master tools
- WEB analysis , GOOGLE ANALYSIS Introduction , Navigating Google Analytics ,Sessions , Users ,Traffic Source ,Content ,Real Time Visitors ,Bounce Rate,Customization ,Reports , Actionable Insights, Making Better Decisions
- Google Analytics
- GOOGLE WEBMASTER TOOLS , Structure Data ,Rich , Data Highlighter ,Html Improvements ,Accelerated Mobile Pages ,Google index ,Crawl ,Security issues ,Search Analytics ,Links to your Site ,Internal Links ,Manual Actions ,International Targeting
- Google Tag manager

### **Module 1) GD - Introduction to Design**

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- Introduction to Graphic
- sketching
- Graphics & Illustrations
- Color schemes, packaging

- Visual communication
- Laws Of Design
- Color Theory
- Practical Example: RGB color variations on logos
- Designing Steps and Designing Elements
- Composition
- Vector versus Raster
- Overview of Software

## Module 2 - GD - Illustrator

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- Introduction Of adobe illustrator
- How to Create new artboard and explain different types of available size presets in illustrator
- Introduction Of adobe illustrator's user interface and how to make and reset your own workspace.
- Selection tool, direct selection tool, magic wand and lasso tool and its use.
- create basic available shapes in illustrator and explain fill and stroke color settings.
- introduction to pen tool and connected tools to pentool.
- Use of pen tool.
- Recreate any 2d cartoon character with pen tool.(image tracing or Raster to vector conversion)
- Introduction to Type tool.
- Different types of type tools with examples and use.
- Character panel and paragraph panel, Glyphs.
- Create Creative typography image with type tool and its connected tools.
- Typography with text with the help of envelope distort.
- alignment and distribution of objects.
- Create shapes with shaper Tool And its connected tools.(Explain the use of pencil,smooth,path eraser,join tool)
- Brush tool and blob brush tool in illustrator and its use.
- Brush properties.
- how to create Your own brushes in illustrator.
- Eraser ,Scissor tool,knife ,Scale shear ,Reshape,
- Show the use of width tool and connected tools ,transform , and puppet warp tool.
- Create artwork with width tool and its connected tools.
- Create ,merge, edit shapes With Shape builder tool.
- Explain the use of live paint bucket tool and live paint selection tool With example. What is live shape?
- Create different types of icons with shape builder tool.
- Introduction to path finder.
- Create icons with pathfinder tool.
- Create mobile app icons with shaper tool and pathfinder tool
- Introduction to perspective tool.
- what is perspective?
- types of perspectives in illustrator.
- how to edit perspective grid.

- show examples for every perspective grid.
- Introduction to gradients.
- types of gradients in illustrator
- edit gradients and how to match color codes in gradient.
- create different types of shapes and fill gradients.
- Introduction to mesh tool
- how to fill and edit colors in mesh tool.
- create different types of object with mesh tool.
- introduction to rotate tool and reflect tool.
- Create examples for rotate tools.
- introduction to Blend Tool
- Different types of blendings in illustrator.
- Blend tool options.
- Introduction to Symbol sprayer tool and its connected tool
- How to create symbol
- graph tool and how to create different types of graph inside illustrator
- How to edit graph and import excel sheet.
- explain the draw modes of illustrator.
- art board tool and its settings, zoom tool and hand tool.
- slice tool and slice selection tool and export for web graphics.
- explain Types of logos and logo making process and presentation
- process of making stationary design for different types of companies.
- visiting card design, brochure design with its types,
- how to create product packaging with 3d box packaging and combined presentation of both.
- explain the graphic styles and appearance panel.
- how to apply different types of effects on objects.
- Portfolio Submission

### Module 7 - Industry Ready task

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- "Industry Readiness Task - Wikiwakywoo Please find below the test assignment for a Digital Marketing Specialist. Reference Website: <https://www.boosterwater.com/> Segments for Test : 1.Digital Audit. 2.Identify the Issues & Your Work Recommendations. 3.Media Plan. 4.Requirements to Launch Campaigns 5.Targeting 6.Sample Keywords 7.Performance Estimates"
- "Industry Readiness Task - RDS Digital Task - Your assignment is as follows: 1.Need a detailed Marketing Plan for a budget of 5 Lakhs for 1 Quarter - consider the brand name as RDS Digital. 2.The Media Plan should include platforms, ad strategy, research, concept, and content. 3.Need to create SEM Strategy and Ad Concepts & Copy for same."

### Module 9) Designing with Canva

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- Introduction to Canva
- Canva Account Setup

- understanding Canva Dashboard
- Canva home Page
- Canva Templates
- Designs With Social Media
- DDesign With Personal Templates
- Design With Business Templates
- DDesign With Marketing Templates
- DDesign With Education Templates
- DDesign With Trending Templates
- Canva Features
- Canva Tips and Tricks
- Canva Premium

Adobe Premier Pro	10
<ul style="list-style-type: none"> <li>• Introduction of software, How to take new video page, Fundamental of video, Taking new Sequence</li> <li>• Source Menu, Project Manager, How take Video or image</li> <li>• Key frame, Project Slide show</li> <li>• Video transittions</li> <li>• Premiere Tools</li> <li>• Video Effects</li> <li>• Audio Effects</li> <li>• Color corrections</li> <li>• Video Mixing</li> <li>• Video Mixing with Audio Matching</li> </ul>	