



## **DIPLOMA IN DIGITAL MARKETING**

Nature of the Course: Theory + Practical

Total Hours per Day: 2 Hours

Course Duration: 2.5 Months + 1.5 Months (Internship)

### **Course Summary**

Digital marketing has several benefits for business. From reaching more customers to generating higher revenue. Digital marketers can help with tasks like setting up a company's website and running advertising campaigns that will encourage traffic while also providing you the opportunity at increased profits through various sales channels. In many ways today's society is becoming increasingly technological; it seems almost natural than when we think about how quickly technology changes nowadays especially given all the recent advancements in hardware and software.

### **Completion Criteria**

After fulfilling all of the following criteria, the student will be deemed to have finished the Module:

- Has attended 90% of all classes held.
- Has received an average grade of 80% on all assignments
- Has received an average of 60% in assessments.
- The tutor believes the student has grasped all of the concepts and is ready to go on to the next module.
- There is no prior educational level requirement for this course

### **Required Textbooks**

- "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick
- "Digital Marketing: Strategy and Implementation" by Dipesh K. Pradhan
- "Digital Marketing: Concepts and Practices" by Sujit Baniya

## **Course Details**

### **Introduction To Marketing And Digital Marketing**

- Marketing
- Digital Marketing
- Traditional Marketing Vs. Digital Marketing
- How has digital marketing been a tool of success for companies?
- How to use digital marketing to increase sales
- How to conduct a competitive analysis?

### **Design Thinking**

- Introduction
- Business innovation
- What is?
- What if?
- What wows?
- What works?

### **Website Planning And Creation**

- Website basics
- Wireframe
- Html basics
- Html tags for SEO
- Title, h1, meta description, keyword usage
- Do's and don'ts of website creation
- Basic website architecture
- Wordpress
- Creating a website using wordpress

### **On-Page Optimization**

- Domain Selection

- Hosting Selection
- Metadata Optimization
- URL Optimization
- Internal Linking
- 301 Redirection
- 404 Error Pages
- Canonical Implementation
- H1, H2, H3 Tags Optimization
- Image Optimization
- Landing Page Optimization
- No-Follow And Do-Follow
- Creating XML Sitemap
- Search Intent
- Keyword Density
- Topic cluster
- Optimizing for Voice Search Schema Markups
- What is Schema & Why is it relevant to SEO.
- Schema Types - Micro, JSON-LD
- Common JSON Schema Tags - Organization, Website, Article, Logo, Breadcrumbs
- How Schema shows up in SERPs

## **Search Engine Optimization**

- Introduction To Search Engine Optimization
- How Did Search Engines Work?
- SEO Fundamentals & Concepts
- Understanding The SERP
- Google Processing
- Indexing
- Crawling

## **Off-Page Optimization**

- Link Building Tips & Techniques
- Difference Between White Hat and Black Hat SEO
- Alexa Rank, Domain
- Link Acquisition Techniques
- Directory Submission

- Social Bookmarking Submission
- Search Engine Submission
- Web 2.0 Submission
- Article Submission
- Image Submission
- Video Submission
- Forum Submission
- Blog Commenting
- Citations

## **Google My Business**

- Google my business
- Why is Google my business important to a brand?
- Creating google my business
- Google my business interface
- Optimizing google my business

## **Copywriting**

- What is copywriting
- The “AIDA” Formula
- Writing Magnetic Headlines
- Creating an irresistible call to action

## **Task: Writing Headlines For Content**

- Affiliate Marketing (4 hours)
- What is Affiliate Marketing?
- How Affiliate Marketing Works
- Types of Affiliate Marketing
- Pros & Cons of Affiliate Marketing
- Making Money with Affiliate Marketing
- How to Start Affiliate Marketing
- Why be an Affiliate Marketer?

## **Digital Advertisement**

- Introduction to Display Advertisement
- Benefits of Display Advertisement
- Benefits of Display Banners

- Benefits of Image and Video for business

## **Social Media Marketing**

- Social Media Optimization
- Introduction To Social Media Networks
- Types Of Social Media Websites
- Social Media Optimization Concepts
- Facebook, Google+, LinkedIn
- YouTube, Pinterest,
- Hashtags
- Image Optimization
- Facebook Optimization
- Fan Page Vs Profile Vs Group
- Creating Facebook Page for Business
- Increasing Fans and Doing Marketing
- Meta Analytics
- Facebook Advertising and Its Types in Detail
- Creating Advertising Campaigns,
- Payment Modes
- LinkedIn Optimization
- What Is LinkedIn?
- Individual Profile Vs. Company Profile
- Branding On LinkedIn
- Marketing On LinkedIn Groups
- Instagram Content
- Instagram Marketing Strategy
- Instagram Marketing Tips
- Instagram Hashtags
- Types of Instagram Posts
- Best Practices
- Instagram Ad Campaign

## **Email Marketing**

- Importance of Email Marketing
- Email Marketing Platforms

- Create opt-in list
- Creating and Tracking Emails

## **Google Web Analytics**

- Getting started with google analytics
- Navigating google analytics
- Real-time monitoring
- Audience
- Acquisition

## **Labs**

Lab assignments will focus on the practice and mastery of contents covered in the lectures; and introduce critical and fundamental problem-solving techniques to the students.

## **Learning Outcome**

- Understanding the key concepts and strategies of digital marketing.
- Knowledge of website optimization techniques to improve user experience and conversion rates.
- Understanding of digital marketing regulations, ethics, and best practices, including privacy and data protection.