



DIGITAL MARKETING

Nature of the Course: Theory + Practical

Total Hours per Day: 2 Hours

Course Duration: 6 Weeks

Course Summary

The digital presence of a business/organization has become an essence for growing businesses and proper utilization of the digital platforms can improve your business to great heights and result in great success in the niche market.

This course will offer students a panoramic view of digital marketing and provide insights into key strategies using Internet-based platforms. In addition, it will focus on content that resonates with consumers that helps businesses differentiate themselves in competitive markets.

Completion Criteria

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

1. Has attended 90% of all classes held.
2. Has received an average grade of 80% on all assignments
3. Has received an average of 60% in assessments.
4. The tutor believes the student has grasped all of the concepts and is ready to go on to the next module.

Required Textbooks

1. Dave Chaffey and Fiona E. Chadwick, "Digital Marketing: Strategy, Implementation and Practice", Pearson.
2. Eric Enge, Stephan Spencer and Jessie C. Stricchiola "The Art of SEO", O'Reilly.

Prerequisites

- This course requires no prior academic qualification or experience.

Course Details

Week I

Introduction To Quality Assurance

- What is Digital Marketing?
- Purpose of Digital Marketing
- Digital Marketing Funnel
- Unique Selling Proposition (USP)
- Customer Acquisition
- Marketing Campaigns
- Inbound Marketing Vs. Digital Marketing
- B2B Vs. B2C Digital Marketing
- Types of Digital Marketing
- How to Market Digitally?
- Digital Marketing Strategies

Developing A Content Marketing Strategy

- What is Content Marketing?
- Methods of Well-Executed Content Marketing
- Lingo used as a Content Marketer
- Your Content Marketing Plan
- Getting Started with Content Marketing
- How Content Marketing Works
- Types of Content Marketing
- Content Mapping based on Customer Journey

Week II

Crafting A Digital Advertising Plan

- Paid Vs. Organic Traffic
- Metrics used as a Digital Advertiser
- Top Sources of Paid Traffic
- Method of Well Executed Digital Advertising
- Elements of Well Performing Campaigns
- The Language of Digital Advertising

Brand Building | Brand Identity

- Branding Basics
- How to Build a Brand?
- Building Brand Awareness in 2022
- Importance of Brand Building

Week III

Search Engine Optimization(SEO)

- Introduction to SEO
- Why is SEO Important to a Business?
- Types of SEO
- SEO Process
- Pre-SEO Checklist
- Site Architecture
- Client Business & Complete Requirements
- Sitemap
- Keyword Analysis
- Technical SEO
- On-Page SEO
- Off-Page SEO
- Web 2.0
- SEO Proposals & Report
- SEO Deliverables

Google Analytics

- Knowing your Audience Better with Analytics
- User Acquisition with Analytics
- User Behavior & Site Speed
- Setting Up Goals with Google Analytics

Week IV

Google My Business (Local SEO)

- Google My Business
- Why is Google My Business important to a Brand?
- Creating Google My Business
- Google My Business Interface

- Optimizing Google My Business

Developing A Social Media Strategy

- Social Media Marketing
- Methods of Well Executed Social Media Marketing
- Steps of Social Media Marketing
- Benefits of Social Media Marketing
- Buyers Persona & Audience
- Creating A Social Media Strategy
- Social Media Metrics
- Social Media Platforms

Facebook Marketing

- Why Facebook Marketing?
- Facebook Ads Campaign
- Effective Facebook Marketing Strategies
- Facebook Ads
- Facebook Analytics
- Facebook Pixel
- Generating Leads on Facebook
- Facebook Retargeting

Week V

Instagram Marketing

- Why Instagram Marketing?
- Instagram Content
- Instagram Marketing Strategy
- Instagram Marketing Tips
- Instagram Hashtags
- Types of Instagram Posts
- Best Practices
- Instagram Ad Campaign
- Instagram Analytics

Email Marketing

- Why Market Businesses with Email?
- Add Opt-Ins & Pop-Ups to your Website
- Creating Email Campaigns using Mailchimp
- Email Marketing Analytics

Pay-Per-Click: Google Ads

- What are Google Ads?
- Why Google Ads?
- Types of Google Ads
- Google Ads Interface
- Keyword Research for Google Ads
- Google Ads Search Campaign
- Google Ads Display Campaign
- Google Video Ads: YouTube Marketing

Week VI

TikTok Marketing

- Importance of TikTok Marketing in 2022
- TikTok for Business
- Advertising on TikTok
- Creating a TikTok Marketing Strategy
- Managing Brands' Presence on TikTok

Copywriting

- What is Copywriting?
- The "AIDA" Formula
- Writing Magnetic Headlines
- Creating an Irresistible Call to Action

Affiliate Marketing

- 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?

Learning Outcomes

- You will be able to set up Ad Campaigns.
- Build your career as a Digital Marketing Professional.
- Become a Digital Marketing Strategist
- Knowledge of Methodologies, Tools and Technologies involved in Digital Marketing.
- Knowledge of Essential Philosophies and practices of marketing and Digital Marketing Technologies.