

# **DIGITAL MARKETING COURSE**

**Online & Offline**

- **Live project**
- **1 Month / 3 Months**
- **Placement assistance**
- **Expert mentorship**

# Be professional with Edu-hub





# Detailed Curriculum

Eternia Edu hub is a digital marketing Institute powered by Eternia digital solution Vyttila. The institute mainly focuses on online and offline courses for digital marketing freshers. The Institute consists of 10 students for 1 month / 3 months including all modules regarding digital strategy and the most modern advanced website techniques.

## Our modules

### 1. Introduction

- What is Digital Marketing
- Digital Marketing Vs Traditional Marketing
- Scopes of Digital Marketing
- Why is Digital Marketing important?
- Skills You Need for Digital Marketing
- Digital Marketing Future/Job prospects



### 2. Social Media Practice

- Social Media Fundamentals
- Importance of Social Media for Business
- What Does Social Media Include



#### a. Social Media Marketing Concept

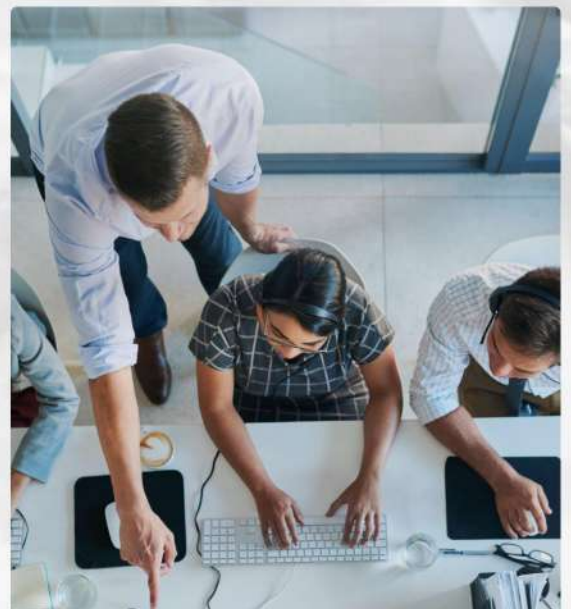
- Conventional Marketing
- Importance of content creation on social media
- Do's and Don'ts of Social Media

#### b. Exploring Social Media Channels

- Size of Network
- Demography of Network
- Marketing Purpose
- Pros & Cons of Each Channel

#### c. Facebook Business Marketing

- FB Profile vs. Page Vs. Group
- Creating Pages and Groups



- How to Optimize Your Profile Settings
- How to Grow Your FB Page
- Strategic Best Practices
- FB Messenger Optimization
- FB Posting Ideas

#### d. **Twitter Marketing**

- How Twitter Works
- Twitter Terms
- Twitter for Business
- Quick Guided Setup
- Best Practices to Optimize Twitter

#### e. **Instagram Marketing**

- Impact of Instagram on Business
- Instagram Profile Optimization
- Instagram Algorithm
- Instagram Insights
- Growing Your Instagram- Posts, Videos, Stories, Reels, Live
- How To Get More followers
- Instagram Case Studies

### 3. Introduction to SEO

- Search Engine & Its functions
- Why SEO
- Definition of SEO
- SEO Ranking Factors
- SEO Algorithms

#### a. **SEO Keyword Research**

- What is a keyword
- Types of keywords
- Keyword Selection Tools
- Keyword Mapping on Pages and Posts





**b. On-Page SEO: Content Optimization**

- Importance of SEO content
- Keywords Density & proximity in content
- Ideal Content-Length for posts and pages
- Unique content and avoiding plagiarism
- SEO content writing cheat sheet

**c. On-Page SEO: Technical & HTML**

- Title Tag
- Description Tags
- Robots Tag
- Anchor Text
- Image & Heading Tags
- URL Optimization & Site Structuring



**d. Google Search Console Tool**

- Setting Up Search Console
- Key GSC Reports
- Sitemap Management
- Optimization for Mobile View



**LINK BUILDING**

**e. Off Page SEO: Link Building Techniques**

- Types of Links
- Back Link Analysis
- Submission-Based Link-Building Techniques
- Content-Based Link-Building Techniques
- Outreach Based Link Building Techniques

**f. Local SEO**

- Google Business Profile Optimization
- Classified Optimization



### **g. Web Analytics & Traffic Reporting**

- Introduction to Web Analytics
- Introduction to Google Analytics
- Google Analytics Account Structure
- Google Analytics Audience Report
- Google Analytics Acquisition Report
- Google Analytics Behaviour Report
- Installing Google Analytics on Website

## **4. Graphic Designing for Business**

- Graphic Design Fundamentals
- Designing- Marketing Kits
- Designing Online Documents

## **6. Branding and Marketing Techniques**

1. Personal branding
2. Product branding
3. Service branding
4. Retail branding
5. Cultural and geographical branding
6. Corporate branding
7. Online & Offline branding

## **7. Our specialties**

- Real-time projects with tools
- Detailed mentorship by faculties
- Basic web development class using Wordpress
- Time : 10 to 5
- Content management and design submission
- Live marketing interaction classes



# Marketing Strategies

Marketing  
Strategies

- Strategies regarding offline Marketing
- Details and requirements of current marketing
- Freelancer Scopes
- Difference between online and offline marketing
- Self-introduction Technique
- Contact etiquette



# Interview Preparation

# Interview Preparation

- Candidate profile Making
- Resume/ Cv preparation
- STAR interview method

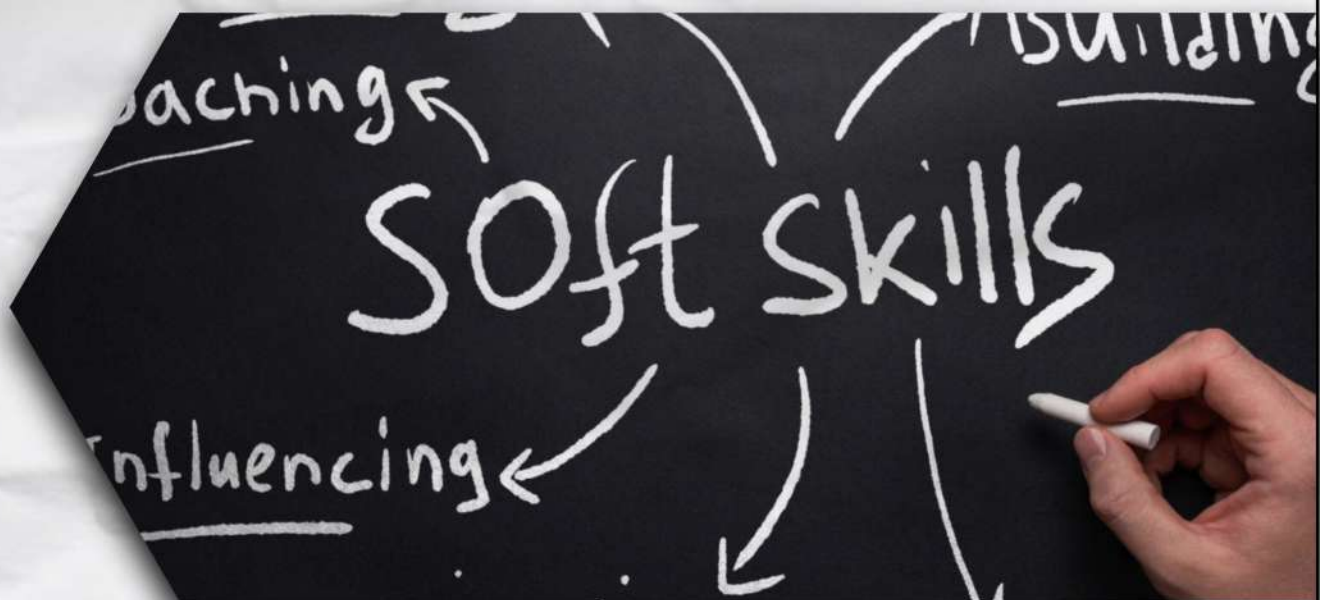




# Soft Skills



- Communication regarding Digital Marketing
- How the team works helps you to achieve goals
- Leadership Qualities
- Ethics about work
- Advanced language training



# placement Assistance

## **placement Assistance provided based on**

- 1, candidate performance
- 2, Mock interview performance
- 3, Exam Results
4. Assignment Score

.Free Advice and counseling provided

