Digital Marketing

Overview

This course will start with an introduction to Digital Marketing. The course covers all the topics needed to be a good Digital Marketer. We will provide you an understanding of how to effectively implement and optimize online marketing campaigns that shows the best results. We will take you from beginner to advance level and by the end of this course you will know everything required to excel at the career of digital marketing.

You will understand how to develop strategies to market a product or services online by integrating various online campaigns to get the brand's message out to prospects. The online promotions and campaigns can be carried out on various digital marketing platforms like, PPC, SEM, SEO, email, content and social media. You will be taught how to use them effectively which will help the campaigns to succeed.

Goals

1. Understand the basic concepts of marketing and advertising.
2. Understand the various components of digital marketing and their functions.
3. Learn how to create a website in Word press.
4. Learn how to use Photoshop, Illustrator, etc. for graphic designing.
5. Be an expert in on page and off page SEO.
6. Know how to market a business over social media platforms.
7. Learn paid ads on Google, Facebook, Twitter, and LinkedIn.
8. Know all about Google Analytics.
9. Understand how to do Email marketing.
10. Learn how to market E-commerce platforms.
11. Learn how to use Marketing Technology tools to improve the conversion and retention rates.
12. Understand the concepts of growth hacking.

Curriculum

❖ **Basics of marketing**

- o Importance of marketing and branding

- o What is marketing

- o Different types of marketing activities

- o Key functions of marketing

- o B2B vs B2C marketing

- o Concept of 7p

- o SWOT analysis

- o What is branding

- o Developing brand identity

❖ **Introduction to digital marketing**

- o Various components of digital marketing

- o Digital marketing channels

- o Online marketing research

❖ **Website Development Basics**

- o Types of websites

- o Understanding key terms

- o Website technologies

- o Domain

- o Hosting

- ❖ **Creating A Wordpress Website**
  - o Planning a website
  - o CPanel
  - o Configuring Wordpress
  - o Plugins
  - o Customizing Wordpress

- ❖ **Graphic Designing**
  - o Graphic designing fundamentals
  - o Designing ad banners using photoshop
  - o Designing social media posts using photoshop
  - o Using Canva
  - o Using Illustrator

- ❖ **Search Engine Optimisation**
  - o What is SEO
  - o Factors effecting rankings
  - o Keyword research
  - o On-page SEO
  - o Content creation for SEO
  - o HTML optimisation
  - o Domain Authority, Page Authority, Trust Flow, Citation Flow
  - o Off-page SEO
  - o Google Search Console
  - o Google My Business

- o   Introduction to Google Analytics

- o   Hacks to improve SEO performance at an accelerated rate

- o   SEO Audits

- o   Useful tools

❖ **Social Media Marketing**

- o   Choosing the right social platforms for a business

- o   Optimising Facebook page for business

- o   Optimising Linkedin profile and company page

- o   Optimising Twitter for business

- o   Types of social media posts

- o   Social media campaigns

- o   Social media management tools

- o   Boosting posts

- o   Growth hacking tools for social media

❖ **Online Reputation Management**

- o   Activities included

- o   Listening tools

- o   Appropriate responses and approval from client

❖ **Content Marketing**

- o   Introduction to blogging

- o   Blogging best practices

- o   Understanding inbound marketing

- o   Generating content ideas for business

- o Content promotion

- o Popular content platforms

❖ **Paid marketing / Online Advertising**

- o Types of paid campaign

- o Search Ads on Google

- o Online advertisement ecosystem

- o Google display ads

- o Facebook ads

- o Twitter ads

- o Linkedin ads

- o Remarketing ads and funnels

- o Creating digital campaigns

❖ **Video Marketing**

- o Why video marketing is important

- o Different types of videos

- o Promoting your video organically

- o Paid video ads (Google Ads)

❖ **Mobile marketing**

- o Introduction

- o SMS marketing

- o Whatsapp marketing

- o Mobile website optimisation

- o App Store Optimisation

- o Google mobile ads

- o Facebook mobile ads

- o App analytics

❖ **Affiliate Marketing**

- o Types of affiliate programs

- o When should you be using affiliate marketing

- o Best affiliate marketing companies

❖ **Google Analytics**

- o Fundamentals of web analytics

- o Dimensions and Metrics

- o Essential Google Analytics reports

- o Installing tracking code

- o Advanced reports

- o Building custom dashboards

- o Google Tag Manager

❖ **Email Marketing**

- o Importance of email marketing

- o Writing effective emails

- o Drip email campaigns

- o Emailing infrastructure

- o How to ensure deliverability

- o Email marketing checklist

- ❖ **Ecommerce**
  - ○ Introduction to ecommerce basics
  - ○ Ecommerce website technologies
  - ○ Google Merchant Centre
  - ○ Google shopping ads
  - ○ Ecommerce SEO
  - ○ Ecommerce analytics tracking
  - ○ Dynamic remarketing
  - ○ Ecommerce marketplaces

- ❖ **Conversion Rate Optimisation**
  - ○ Conversion rate heuristic
  - ○ Inverted funnel
  - ○ Value Propositions
  - ○ Psychological frameworks
  - ○ Creating landing pages
  - ○ A/B testing
  - ○ Usage testing
  - ○ Case Studies

- ❖ **Marketing Technology**
  - ○ Marketing Automation
  - ○ Customer Data Platform
  - ○ Data Management Platforms
  - ○ Customer journey builder
  - ○ Content recommendation engines

- o   Marketing cloud

- o   Selecting MarTech stack

❖ **Growth Hacking**

- o   Introduction to growth hacking

- o   Who is a growth hacker

- o   The AARRR model

- o   Growth hacking tactics

- o   A/B testing in growth hacking

- o   Case studies

❖ **Digital Marketing Strategy Creation**

- o   Understanding the target audience

- o   Deciding channels for acquisition

- o   Deciding activities for various stages of the sales funnel

- o   Budgeting and estimation

- o   Detailed strategy creation

Contact

Phone: +91-99645 19768
Email: thevalleybootcamp@gmail.com

The Valley Bootcamp