**Digital Marketing:**

**Course Outline:**

**Core Concepts of** **Digital Marketing**

* Concepts of marketing
* Concepts of Digital Marketing
* Understanding Marketing Process
* Understanding Digital Marketing Process
* What's the difference between digital marketing and traditional marketing, and why does it matter?
* Tools of Digital Marketing
* How We Use Both Digital & Traditional Marketing

**Website Planning Process**

* Core Concepts of Website
* Understanding domain names & domain extensions
* Different types of websites
* Planning & Conceptualizing a Website
* Booking a domain name & web hosting
* Adding domain name to web Server
* Adding webpages & content
* Building website using CMS
* Planning for engagement options
* Landing Pages & Optimization

**Social Media Marketing**

* Core Concepts of Social Media
* How social media marketing is different than others
* What & Why is Social Media Marketing
* Social Media Account for a Business (Facebook, Instagram, LinkedIn, Twitter)
* Buyer’s Journey Alignment with Platforms Behavior
* Community Building Techniques
* Content over Social Media & Hashtag Implementation
* Audience Insight Analysis
* Social Media Marketing Automation
* Implement A/B Testing for Social Media

**Search Engine Optimization**

* Core Concepts of SEO
* What are search engines?
* What is SERP?
* What is Search Engines Algorithms?
* Major functions of a search engine
* What is keywords?
* SEO Ranking Factors
* Top tools for SEO
* Requirements of ON-Page & OFF-Page Optimization
* Black Hat SEO vs White Hat SEO
* Understanding Google Search Console
* Understanding Google analytics
* KPIs of Technical SEO

**Paid Advertisement**

* Core Concepts of Paid Ads
* What is Facebook Ads?
* Using Ad Manager for Facebook Ads
* Rules for running Facebook ads through ad manager
* What is Google Ads and Smart Campaign?
* Use of different types of keywords in Google Ads
* Rules for running search and YouTube ads
* Ads Campaign Creation & A/B Testing

**Video Marketing**

* Core Concepts of YouTube Marketing
* Channel Management & Content Planning
* Video Best Practices
* Upload your First Video
* YouTube Video SEO
* YouTube Analytics and Reporting

**Email Marketing**

* Core Concepts of Email Marketing
* Key Concepts of Email Marketing
* Mail chimp Signatures - Removing & Editing
* Delivery Factors and Placement Challenges
* Creating & Designing a Template
* Challenges faced in sending bulk emails
* Types of email marketing- Opt-in & bulk emailing
* Key Campaign Measurement
* Email Marketing Automation
* Improving ROI with A/B testing

**Mobile Marketing**

* Core Concepts of Mobile Marketing
* Opportunities with Mobile Marketing
* Benefits of SMS
* SMS Campaign, Types of Campaign & SMS Gateway
* Benefits of Mobile Content Leveraging
* Campaign Creation A/B Testing

**Content Marketing**

* Core Concepts of content marketing
* Objective of content marketing
* Content marketing 7 step strategy building process
* Optimizing content for search engines
* Developing Goals, Customer Personas, Topics

**Affiliate Marketing**

* Core Concepts of affiliate marketing
* 3 A’s of affiliate marketing
* How to be a super affiliate?
* Different ways to do affiliate marketing
* Getting your started as an affiliate

**App Store Optimization**

* What is app store optimization?
* Why App Store Optimization is Important
* App Stores- Google Play, iTunes App Store
* How Google Play ranking works
* What ASO tools need to use in 2021

**Exam**