



Month 1: Foundations of Digital Marketing

Week 1: Introduction to Digital Marketing

- Topics:
 - Overview of digital marketing
 - Importance of digital marketing in today's world
 - Key components and channels of digital marketing (SEO, SMM, SEM, Content Marketing, etc.)
 - Traditional vs. digital marketing
 - Latest trends in digital marketing
- Practical:
 - Introduction to digital marketing platforms and tools

Week 2: Website Development and Optimization

- Topics:
 - Basics of website development
 - Understanding UX/UI principles
 - Website optimization techniques (speed, SEO, content, etc.)

- Understanding domain, hosting, and CMS (WordPress)
 - Mobile responsiveness and performance optimization
- Practical:
 - Create a basic website using WordPress or a similar CMS

Week 3: Search Engine Optimization (SEO) – Part 1

- Topics:
 - Introduction to SEO
 - On-page SEO fundamentals: Title tags, meta descriptions, headers, content optimization
 - Importance of keyword research and types of keywords
 - Tools for keyword research (Google Keyword Planner, SEMrush)
- Practical:
 - Perform keyword research for a given website and optimize the content

Week 4: Search Engine Optimization (SEO) – Part 2

- Topics:
 - Off-page SEO: Link building, backlinking, and domain authority
 - Technical SEO: Site structure, crawling, and indexing
 - Local SEO and Google My Business setup
- Practical:

- Conduct an SEO audit of a website
- Set up Google My Business for a local business

Month 2: Advanced Digital Marketing Techniques

Week 5: Content Marketing

- Topics:
 - Content marketing strategy and fundamentals
 - Types of content: Blog posts, infographics, videos, eBooks
 - Content curation and storytelling
 - Introduction to copywriting
 - Measuring content performance (metrics)
- Practical:
 - Create and schedule a blog post and plan a content calendar

Week 6: Social Media Marketing (SMM) – Part 1

- Topics:
 - Overview of social media marketing
 - Social media platforms: Facebook, Instagram, Twitter, LinkedIn
 - Creating a social media strategy
 - Building brand awareness and engagement

- Practical:

- Create a social media campaign for a brand or product
- Set up and optimize social media profiles for a business

Week 7: Social Media Marketing (SMM) – Part 2

- Topics:
 - Social media tools (Hootsuite, Buffer)
 - Paid social media advertising: Facebook Ads, Instagram Ads
 - Building and managing social media communities
 - Analytics and ROI tracking for social media
- Practical:
 - Run a Facebook Ads campaign for a product or service

Week 8: Search Engine Marketing (SEM) and Pay-Per-Click (PPC)

- Topics:
 - Introduction to SEM and PPC
 - Google Ads fundamentals
 - Keyword bidding and targeting
 - Campaign structure: Campaigns, ad groups, and ad copy
 - Campaign management and optimization
- Practical:
 - Set up a Google Ads campaign and analyze the results

Month 3: Digital Marketing Mastery and Strategy

Week 9: Email Marketing

- Topics:
 - Basics of email marketing
 - Building and segmenting an email list
 - Designing and sending email campaigns
 - A/B testing and optimizing emails
 - Platforms for email marketing (MailChimp, SendGrid)
- Practical:
 - Create and send an email campaign using an email marketing platform

Week 10: Affiliate Marketing

- Topics:
 - Introduction to affiliate marketing
 - Types of affiliate programs (CPC, CPA, Revenue Share)
 - Choosing affiliate marketing platforms (e.g., ShareASale, Amazon Associates)
 - Legal aspects and compliance in affiliate marketing
- Practical:
 - Research and set up an affiliate marketing strategy for a product

Week 11: Influencer Marketing

- Topics:
 - Understanding influencer marketing
 - How to identify and approach influencers
 - Creating and executing influencer marketing campaigns
 - Measuring ROI and effectiveness
- Practical:
 - Create an influencer campaign for a brand or product

Week 12: E-commerce Marketing and Analytics

- Topics:
 - E-commerce marketing fundamentals: Product listing optimization, product images, SEO for e-commerce
 - Conversion rate optimization (CRO) and retargeting for e-commerce
 - Tools and analytics to measure e-commerce success
- Practical:
 - Optimize an e-commerce product listing and set up Google Analytics for an e-commerce website

Placement Training Program

- **Week 13-14: Placement Preparation and Industry Practice**

- Practical training on live projects in the industry.
- Interview preparation, resume building, job search strategies.
- Weekly progress reports and mock interviews.

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