



FUTURA LABS  
ENABLE • TRANSFORM • ACCELERATE

# DIGITAL MARKETING SYLLABUS

Time Period : 6 Months

## **Module 1: Introduction to Digital Marketing**

- Introduction to course and work plan
- Introduction to Digital Marketing
- Difference between traditional and digital marketing
- Introduction to digital marketing channels

## **Module 2: Website Development and Hosting**

- What is the website and how is it useful for business
- web hosting concepts and different types of web hosting platform
- what is domain and different types of domains
- Wordpress installation
- Wordpress admin interface basics
- Default settings in wordpress
- Types of themes
- Theme customization
- Managing theme
- Categories ,tags, and posts
- Pages and sub pages
- Custom post and content types
- Adding menu to the website
- Plugins and widgets

## **Module 3: Search Engine Optimization**

- SEO Optimization
- Technical SEO
- Local SEO
- Yoast SEO plugin
- On page SEO
- Off page SEO
- Keywords research for SEO
- Content Creation for SEO
- Youtube SEO
- Analysis and report making

## **Module 4: Search Engine Marketing**

- PPC advertisement introduction google ads
- Creating a google ads account
- Creating ads
- Different types of google ads
- Keyword researching tools
- Ads rank quality score
- Landing page
- Google ads reports making
- Conversion Tracking
- Google Search Console
- Google Analytics

## **Module 5: Facebook & Instagram Marketing**

- Facebook page creation
- Facebook page management and optimization
- Facebook business manager
- Facebook advertisement
- Different types of campaigns
- Facebook analytics and reporting
- Instagram business page creation and management
- Instagram paid advertisement

## **Module 6 : LinkedIn Marketing**

- LinkedIn page creation
- LinkedIn page management and optimization
- LinkedIn advertisement
- Different types of campaigns
- LinkedIn analytics and reporting
- LinkedIn B2B connection
- linkedin business manager

## **Module 7 : YouTube Marketing**

- Creating business accounts on YouTube
- YouTube Advertising
- YouTube Analytics

## **Module 8 : Email & Whatsapp Marketing**

- Email Marketing
- Different email Marketing Platform
- Email Marketing Campaigns
- Whatsapp Marketing

## **Module 9 : Twitter Marketing**

- Twitter account creation
- Tweet in twitter
- Twitter business account
- Twitter Ads

## **Module 10 : Pinterest Marketing**

- Pinterest account creation
- Convert to business account
- Pin board creation
- Pinterest advertisement

*Thank You*