

1. Introduction to Digital Marketing

- What is digital marketing?
- Importance of digital marketing
- Difference between traditional and digital marketing
- Discuss the recent trends and current scenario of the industry
- How digital marketing has been a tool of success for companies?
- How to use digital marketing to increase sales
- How to conduct a competitive analysis?
- Case studies on digital marketing strategies

2. Website Planning and Creation

Businesses create a website to generate leads, increase their credibility among consumers and to deliver their marketing messages across. Today, no matter how small-scale a business is, they still have a website. Because of its growing importance, I teach you to create a website from scratch on WordPress.

In this module, I teach the various elements of a website and every function WordPress can perform. In class, I will walk you through all the information you need to know to build a website from the very beginning. I will teach how to add content, install and activate plugins, and how to incorporate design elements to your website.

3. Search Engine Optimisation (SEO)

Search Engine Optimisation or SEO is essentially making alterations to your website, so it organically ranks first on a search engine's results page (SERP). It is arguably the heaviest part of the course, however, with our teaching methods and support I make it easier for our students.

In this module, you will learn about the various search engines and their algorithms. You will learn about the various factors in play to make a website rank first on a search engine's result page. I will help you master the different aspects of SEO like on-page and off-page optimisation, keywords research, Meta tags, Meta description, link building and more.

4. Search Engine Marketing

Search Engine Marketing or SEM involves the advertising of a company's website by increasing its visibility on a search engine's result page (SERP) principally by paid efforts. In our course, I will teach how to carry out SEM activities via Google Ads platform.

I will take all the features of the Google Ads platform and its algorithm, based on which the advertisements rank on the SERP. Following this, I will train you to use the Google Keyword Planner. Here you will learn about search volume, cost-per-click (CPC), and customer lifetime value (CLV) and other such metrics.

As a part of my course module, you will learn to write a compelling ad copy, URL, ad description and call-to-action (CTA).

5. Social Media Marketing

Social Media Marketing (SMM) involves paid advertisements on social media platforms like Facebook, Instagram, YouTube and more to drive traffic to a company's website. In this module, you will learn to create effective social media strategies on platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, and Snapchat. You will learn to target the right audience, build a social media campaign, write ad copies and ad creatives. In addition to this, you will also learn the various metrics involved in SMM like cost-per-click (CPC), cost-per-view (CPV), cost-per-impression (CPM) and more.

To enhance my students' understanding, I also provide them with multiple case studies on successful social media strategies carried out by brands and companies.

6. Content Strategy

Content Marketing is the comprehensive strategy to attract or retain a target audience by creating and sharing relevant and valuable content; eventually to impel a profitable action. This module comprises exhaustive training sessions that delve into content marketing and its importance.

Here, you will learn in-depth about the various types of content and how to capitalize on trending topics. Besides this, you will also learn about content bucketing and how to create a social media content calendar for a brand. As a part of this training, I will also show you case studies on successful content marketing strategies of brands.

7. Web Analytics

Web Analytics is the study of analysing a website visitor's behaviour. In this module, I will teach you to track and analyse a website visitor's actions via Google Analytics.

Our instructor will take you through the entire Google Analytics interface and familiarize you with all the analytics terminology like bounce rate, page view, session time, etc. I will teach you how to optimally use Google Analytics to decode a website's audience, behaviour and acquisition reports.

By the end of the module, you will learn how to track a website visitor down the conversion funnel and what information to extract from it.

8. Digital Media Planning and Buying

Media Planning is determining when, where and how often to advertise to maximize conversions and ROI. In this module, I teach you what media buying is and its various types. I also familiarize you with all the media buying terminologies like cost-per-install (CPI), cost-per-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), etc. I will also delve into platform-based Ad space, and media planning and budgeting. You will be adept at building an effective media planning and buying strategy by the end of the course.

9. Web Remarketing

Web Remarketing is the process of using a JavaScript tag to serve targeted ads to consumers who have visited your website or taken an action on it. In this module, I will teach you about the basics of remarketing and how to create a remarketing list.

In our web remarketing training, I will train you to create remarketing lists on Google Ads using the Google Ads tag and on Facebook using their Facebook Pixel code. In addition to this, I will also delve into dynamic remarketing and case studies on it.

10. Email Marketing

In layman's terms, email marketing is the process of using electronic mail to communicate commercial messages to a current or potential consumer. In this module you will learn about the types of emails and how to create an appealing email; essentially to drive conversion or an action from a consumer.

Our expert instructors will show you how to build the right subscriber list and build a database by segmenting based on demographics, mode of acquisition, target group, etc. I will also equip you with email marketing tools and software to help you design attractive emails. In addition to this, I will teach you to automate emails and how to extract information from an email campaign analytics.

11. Design Essentials

To become a successful digital marketer, you need to understand the importance of the role played by design.

Hence, in the module, I help you understand the aesthetics of a brand and delve deeper into the various essentials of design such as typography, colours, and themes.

With the help of case studies, I teach you the various characteristics of an ad. By the end of this module, you will have a basic understanding of design which will further help you create attractive creatives.

12. Mobile Marketing

As the name suggests, mobile marketing is the act of promoting your business via mobile. In this module, I teach you how to promote your app, increase app installations, analyze app metrics and app store optimisation (ASO). Besides this, I teach you how to increase an app's engagement through in-app advertising, in-app messaging and push notification.

Another aspect of our mobile marketing training focuses on conducting mobile web analytics and mobile display advertising.

13. E-Commerce Management

E-Commerce Management is the act of managing an e-commerce store and its activities to ensure a positive customer buying experience. In this module, I will delve into e-commerce, its types and how to create an e-commerce website from scratch.

I will then proceed to learn about the essentials of e-commerce business including topics like e-commerce marketing, product keyword research, inventory management, supply chain management, packaging & shipping, selling on online platforms, uploading products to an online marketplace and business processes.

14. Online Reputation Management

Online Reputation Management or ORM is the act of controlling or influencing the perception of a brand, company or individual over the internet. I begin by introducing you to ORM and help you explain its importance by providing you with negative conversations or poor ORM examples of brands.

I further teach you the steps for effective online reputation management and familiarize you with the tools to do so. Besides this, I also teach you crisis management to give you a thorough understanding of ORM.

15. Adsense, Blogging and Affiliate Marketing

I begin by familiarizing you with the terms affiliate marketing, Adsense and blogging. Through this module, you will learn how to monetize a blog or a website through Adsense and affiliate marketing. I teach you how to leverage the power of Google Adsense and YouTube Adsense to generate revenue from a website or a blog. In addition to this, you will also learn how to write creative content which is SEO friendly.