



DIGITAL MARKETING SYLLABUS COPY

Engineered for skill enhancement.



PROGRAM HIGHLIGHTS

Accredited Certificates :

- ✓ Program approved ISO Certification

Internships :

- ✓ Industry-relevant opportunities provided-

Placement Assistance :

- ✓ Career guidance from industry experts-

Basic to Advanced Level Training :

- ✓ Learn from experienced AI professionals .

Live & Recorded Lectures :

- ✓ Flexible learning at your convenience .

Real-Time Projects :

- ✓ Hands-on minor & major projects



ABOUT US

- **OUR MISSION :**

Nxt Sync is a pioneering EdTech company committed to bridging the gap between theoretical learning and practical application. Our mission is to empower students with cutting-edge AI skills that enhance employability and prepare them for a tech-driven future.

- **OUR VISION--UPSKILL:** Empowering minds for the future.
- **INNOVATE:** Fostering creativity and breakthroughs .
- **EXCEL:** Preparing industry-ready professionals.



WHY DIGITAL ANALYTICS?

- High Demand in Every Industry
- Cost-Effective Marketing with High ROI
- Data-Driven Strategies for Business Growth
- Career Opportunities in SEO, SEM, SMM, Content & Email Marketing
- Scalability in E-Commerce & Branding
- Integration with AI & Analytics



LEARNING PATH

- Introduction to Digital Marketing
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) & Google Ads
- Social Media Marketing (SMM)
- Content & Email Marketing
- Web Analytics & Conversion Optimization
- Affiliate & Influencer Marketing
- Marketing Automation & AI in Digital Marketing
- Capstone Projects & Research



DETAILED MODULE BREAKDOWN

Module 1: Introduction to Digital Marketing

- Fundamentals of Digital Marketing
- Traditional vs. Digital Marketing
- Career Opportunities in Digital Marketing

Module 2: Search Engine Optimization (SEO)

- On-Page & Off-Page SEO
- Keyword Research & Link Building
- Technical SEO & Website Optimization
- SEO Tools & Performance Metrics



Module 3: Pay-Per-Click (PPC) & Google Ads

- Understanding Paid Advertising
- Google Ads & Display Advertising
- Campaign Planning & Optimization
- A/B Testing & Performance Analysis

Module 4: Social Media Marketing (SMM)

- Facebook, Instagram, LinkedIn & Twitter Marketing
- Social Media Advertising Strategies
- Community Engagement & Brand Building
- Influencer & Viral Marketing

Module 5: Content & Email Marketing

- Content Strategy & Blogging
- Email Marketing Campaigns
- Lead Generation & Customer Retention
- Email Automation & CRM Integration



Module 6: Web Analytics & Conversion Optimization

- Google Analytics & Data Interpretation
- Website & Landing Page Optimization
- Conversion Rate Optimization (CRO)
- Heatmaps & Customer Journey Analysis

Module 7: Affiliate & Influencer Marketing

- Basics of Affiliate Marketing
- Partnering with Influencers
- Monetization Strategies
- Case Studies & Best Practices

Module 8: Marketing Automation & AI in Digital Marketing

- AI-Based Marketing Strategies
- Chatbots & Customer Engagement
- Marketing Automation Tools (HubSpot, Mailchimp)



Module 9: Industry Applications & Case Studies

- Digital Marketing in E-Commerce
- Brand Strategies in FinTech & Healthcare
- Ethical Considerations in Digital Marketing
- Case Studies from Leading Brands

Module 10: Capstone Projects & Industry Research

- Hands-on Real-Time Digital Marketing Projects
- Industry Collaboration & Research-Based Projects
- Digital Marketing Portfolio Building
- Campaign Development & Performance Analysis



ASSIGNMENT'S & ASSESSMENTS

- Weekly hands-on assignments
- Mid-term Digital Marketing mini-projects
- Final capstone Digital Marketing project
- Live presentations & discussions



TOOLS & FRAMEWORKS USED

SEO & PPC Tools:

Google Ads, Google Analytics, SEMrush, Ahrefs, Moz,
Screaming Frog, Ubersuggest

Social Media & Content Tools:

Facebook Ads Manager, Hootsuite, Buffer, Canva,
Grammarly, BuzzSumo

Email & Marketing Automation:

Mailchimp, HubSpot, ConvertKit, Google Tag Manager,
Optimizely

Affiliate & Web Optimization:

Amazon Associates, CJ Affiliate, Hotjar, Crazy Egg,
Google Optimize



RECOMMENDED READING

-  *Digital Marketing for Dummies* – Ryan Deiss & Russ Henneberry
-  *The Art of SEO* – Eric Enge, Stephan Spencer & Jessie Stricchiola
-  *Influence: The Psychology of Persuasion* – Robert B. Cialdini
-  *Hooked: How to Build Habit-Forming Products* – Nir Eyal



WHY CHOOSE NXTSYNC?

- Industry-Aligned Digital Marketing Curriculum
- Hands-on Real-World Projects
- Expert Mentorship & Career Guidance
- Flexible Learning Schedule
- ISO-Certified Digital Marketing Training Program

Start Your Digital Marketing Journey with NxtSync Today!



THANK YOU

