ARRAY
[LOGIC]

DIGITAL MARKETING SYLLABUS

"Master SEO, social media, and analytics to become a digital marketing pro!"

🌐 arraylogicacademy.com

MAKE IT SIMPLE, BUT SIGNIFICANT

DIGITAL MARKETING COURSE SYLLABUS

Module 1: Introduction to Digital Marketing

Overview of Digital Marketing

- Definition and importance of digital marketing.
- Traditional vs. digital marketing.
- Key digital marketing channels and tools.

Digital Marketing Landscape

- Understanding the digital marketing ecosystem.
- Role of data and analytics in digital marketing.
- Introduction to digital marketing strategies.

Module 2: Website & SEO Basics

Building an Effective Website

- Website design and user experience (UX).
- Conversion rate optimization (CRO).
- Website navigation and structure.

Search Engine Optimization (SEO)

- On-page SEO (keyword research, content optimization).
- Off-page SEO (link building, social signals).
- Technical SEO (site speed, mobile-friendliness, indexing).

SEO Tools & Analytics

- Using Google Analytics for SEO.
- Introduction to SEO tools (Google Search Console, SEMrush, Moz, Ahrefs).

Module 3: Content Marketing

Content Strategy and Planning

- Importance of content in digital marketing.
- Types of content (blogs, videos, podcasts, infographics).
- Content calendar and planning.

Content Creation and Optimization

- Writing for the web: SEO-friendly content.
- Using visuals to enhance content (images, videos, infographics).
- Blogging for traffic and engagement.

Content Distribution and Promotion

- Channels for content distribution (social media, email, websites).
- Content syndication and repurposing.

Module 4: Social Media Marketing

Introduction to Social Media Marketing

- Understanding the role of social media in digital marketing.
- Social media platforms overview (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.).
- Creating effective social media strategies.

Social Media Ads and Campaigns

- Running paid ads on social media (Facebook Ads, Instagram Ads, LinkedIn Ads).
- Audience targeting and segmentation.
- Analyzing social media metrics and performance.

Social Media Content Creation

- Designing engaging posts and stories.
- Social media content planning and scheduling.

Module 5: Email Marketing

Introduction to Email Marketing

- Building and growing an email list.
- Types of email campaigns (newsletters, promotional emails, autoresponders).
- Email segmentation and personalization.

Email Campaign Creation

- Designing effective email templates.
- Writing compelling subject lines and copy.
- A/B testing and optimizing email performance.

Email Marketing Tools

- Using tools like Mailchimp, SendGrid, and ConvertKit for automation.
- Tracking email open rates, click rates, and conversions.

Module 6: Paid Advertising (PPC)

Pay-Per-Click (PPC) Advertising Overview

- Introduction to Google Ads and Bing Ads.
- Setting up a PPC campaign: budget, bidding, and ad groups.
- Understanding Cost-Per-Click (CPC) and Return on Ad Spend (ROAS).

Google Ads Campaigns

- Keyword research for Google Ads.
- Writing compelling ad copy.
- Optimizing Google Ads for better performance.

Remarketing and Retargeting

- Understanding remarketing strategies.
- Creating remarketing lists and campaigns.

Module 7: Affiliate Marketing & Influencer Marketing

Affiliate Marketing Basics

- Understanding affiliate marketing and how it works.
- Setting up an affiliate marketing program.
- Choosing affiliate partners and platforms.

Influencer Marketing

- Identifying and working with influencers.
- Crafting influencer marketing campaigns.
- Measuring the effectiveness of influencer collaborations.

Module 8: Analytics and Conversion Optimization

Introduction to Analytics

- Importance of data-driven decision making.
- Using Google Analytics and other tools to track campaigns.
- Setting up goals, tracking conversions, and generating reports.

Conversion Rate Optimization (CRO)

- Understanding the conversion funnel.
- Techniques for improving website and campaign conversions.
- A/B testing and landing page optimization.

Module 9: Online Reputation Management

Managing Brand Reputation

- Importance of online reviews and ratings.
- Monitoring brand mentions and responding to negative reviews.
- Strategies for building and maintaining a positive online presence.

Crisis Management

- Handling online PR crises.
- Social listening and responding to customer complaints.

Module 10: Digital Marketing Strategy and Campaign Execution

Developing a Digital Marketing Strategy

- Setting clear marketing objectives and KPIs.
- Budgeting and resource allocation for digital marketing.
- Creating a comprehensive digital marketing plan.

Campaign Execution and Management

- Running digital marketing campaigns from start to finish.
- Monitoring and adjusting campaigns for better results.

Case Studies and Industry Trends

- Reviewing successful digital marketing campaigns.
- Exploring the latest trends in digital marketing (AI, voice search, chatbots, etc.).

Tools Covered:

- Google Analytics, Google Ads
- Social Media Platforms (Facebook, Instagram, LinkedIn, etc.)
- SEO Tools (SEMrush, Moz, Ahrefs)
- Email Marketing Tools (Mailchimp, ConvertKit, SendGrid)
- Canva (for graphic design and social media posts)
- Hootsuite (for social media scheduling)
- WordPress (for content management)