{T} ZEE-TECH
A C A D E M Y

DIGITAL MARKETING

BENEFITS:

- COMPREHENSIVE SKILL DEVELOPMENT
- BUILD REAL-WORLD PROJECTS
- EXPERT GUIDANCE
- JOB READINESS
- HIGH EARNING POTENTIAL
- ENTREPRENEURIAL SKILLS
- CAREER ADVANCEMENT
- GLOBAL REACH

TALK TO US

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ZEE-TECH ACADEMY

UNLOCK YOUR DIGITAL MARKETING POTENTIAL

Master the Skills, Transform Your Career

Duration:

3 Months, 90 Hours Of Training,
Per Lecture 1:30 Hour Session

Let's See What We Do?

At Zeetech Academy, we are dedicated to empowering individuals with the knowledge and skills to thrive in the world of digital marketing. At our Digital Marketing Mastery Course, we're dedicated to providing you with a comprehensive and practical education in the dynamic field of digital marketing. We empower you to harness the full potential of online marketing, ensuring you're well-prepared to succeed in the digital age.

Who Should Attend

This course is suitable for:

- Marketing Professionals looking to enhance their digital marketing skills.
- Small Business Owners aiming to leverage online marketing for growth.
- Career Changers interested in pursuing a career in digital marketing.
- Anyone interested in harnessing the power of the digital world for marketing.

Our Structured Learning Modules.

Introduction To Digital Marketing:
Understanding the role of a Digital Marketer, Introduction to Digital Marketing tools and techniques, Digital Marketing process and its stages, The importance of digital marketing in today'sworld

WordPress & Canva:
Become proficient in WordPress with Website Creation and create an attractive landing page. Utilize Canva to design eye-catching graphics and visuals for your marketing campaigns.

Google Analytics:
Gain insights into website traffic and user behavior with Google Analytics. Set up tracking, analyze data, and make data-driven decisions.

SEO & SEM:
Understand the fundamentals of SEO and SEM and how to optimize websites for search engines using On-page and Off-page SEO and paid advertising using SEM

SMM & SMO:
Dive into social media advertising and promotion. Craft compelling social media profiles and posts that resonate with your target audience. Understand the nuances of paid social campaigns on platforms like Facebook, Instagram, Twitter, and LinkedIn.

Content Creation & Marketing:
Develop content that engages and converts your target audience. Craft compelling blog posts, articles, and other content types.
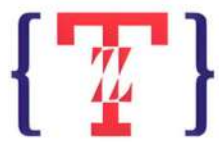
Email Marketing:
Create and execute successful email marketing campaigns. Understand email marketing best practices and compliance.

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1. INTRODUCTION TO DIGITAL MARKETING:

- WHAT IS DIGITAL MARKETING?
- UNDERSTANDING DIGITAL MARKETING PROCESS
- INCREASING VISIBILITY,
- WHAT IS VISIBILITY?
- TYPES OF VISIBILITY.
- EXAMPLES OF VISIBILITY
- VISITORS ENGAGEMENT,
- WHAT IS ENGAGEMENT? WHY IT IS ESSENTIAL
- EXAMPLES OF ENGAGEMENT
- BRINGING TARGETED TRAFFIC
- INBOUND AND OUTBOUND MARKETING
- CONVERTING TRAFFIC INTO LEADS.
- TYPES OF CONVERSION,
- UNDERSTANDING CONVERSION PROCESS
- TOOLS NEEDED
- WHAT'S THE DIFFERENCE BETWEEN DIGITAL MARKETING AND TRADITIONAL MARKETING,
- BENEFITS OF TRADITIONAL MARKETING
- THE DOWNSIDE OF TRADITIONAL MARKETING
- BENEFITS OF DIGITAL MARKETING
- WHY DIGITAL MARKETING WINS OVER TRADITIONAL MARKETING?
- TOOLS OF DIGITAL MARKETING
- HOW WE USE BOTH DIGITAL & TRADITIONAL MARKETING
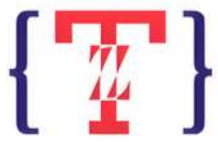
WORDPRESS

2. CREATING WEBSITES USING WORDPRESS

- UNDERSTANDING DOMAIN NAMES & DOMAIN EXTENSIONS
- DIFFERENT TYPES OF WEBSITES
- BASED ON FUNCTIONALITY
- BASED ON PURPOSE
- PLANNING AND CONCEPTUALISING A WEBSITE
- BOOKING A DOMAIN NAME & WEB HOSTING
- ADDING DOMAIN NAME TO WEB SERVER
- ADDING WEBPAGES & CONTENT
- ADDING PLUGINS
- BUILDING WEBSITE USING WORDPRESS
- IDENTIFYING THE OBJECTIVE OF WEBSITE
- DECIDING ON THE NUMBER OF PAGES REQUIRED
- PLANNING FOR ENGAGEMENT OPTIONS
- LANDING PAGES & OPTIMIZATION
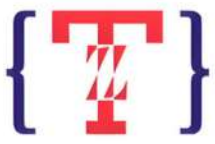
3. GRAPHIC DESIGNING USING CANVA

- Introduction to Canva
- Basic Graphic Design Principles
- Creating Visual Content
- Logo Design
- Infographics and Data Visualization
- Creating Marketing Materials
- Web Graphics
- Customizing Templates
- Using Canva for Social Media
- Photo Editing in Canva
- Illustrations and Icons
- Collaborative Design
- Printing and Export
- Tips and Tricks
- Video Creation in Canva
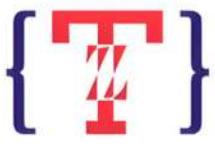
SEO &SEM

4. UNDERSTANDING SEARCH ENGINE

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Long Tail Keywords
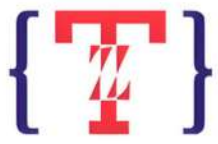- Google Search Tips & Hacks

5. ON-PAGE SEO

- Title tags, meta descriptions, and header tags optimization
- Keyword research and placement
- Content optimization for search engines
- Image optimization
- Internal linking strategies
- URL structure and best practices

SEO & SEM

6. OFF-PAGE SEO

- Backlink building strategies
- Guest posting and outreach
- Social media and SEO
- Online reputation management
- Link quality and authority

7. SEM

- Introduction to SEM
- Keyword Research
- Ad Campaign Setup
- Ad Copywriting
- Ad Extensions
- Bid Management
- Ad Targeting
- Ad Budgeting and Scheduling

SMO & SMM

8. SOCIAL MEDIA OPTIMIZATION

- Introduction to Social Media Optimization (SMO)
- Choosing the Right Social Media Platforms
- Profile Optimization
- Content Strategy
- Engagement and Interaction
- Hashtag Strategy
- Analytics and Monitoring
- Case Studies
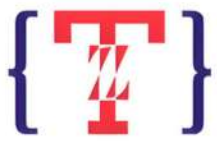
9. SOCIAL MEDIA MARKETING

- What is Social Media?
- Understanding the existing Social Media paradigms and psychology
- Social Media Strategy Development
- Content Creation and Management
- Platform-Specific Strategies
- Paid Social Advertising
- Influencer Marketing
- Social Media Analytics
- Community Building and Engagement
- Social Media Advertising Compliance and Ethics
- Social Media Trends and Emerging Platforms
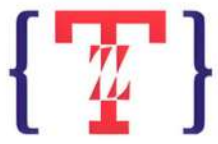
GOOGLE ANALYTICS

- Introduction to Google Analytics
- Setting Up Google Analytics
- Understanding Google Analytics Data
- Custom Dimensions and Metrics
- Events and Event Tracking
- Advanced Segmentation
- Data Privacy and Compliance
- Google Analytics Reporting and Visualization

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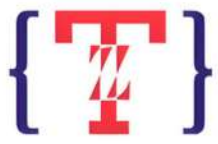
CHAT GPT FOR DM

11. CHAT GPT FOR MARKETING

- Chatbots and Virtual Assistants
- Content Creation
- Ad Campaign Optimization
- Prompt Engineering

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" Imagination is more important than knowledge. Knowledge is limited, whereas imagination embraces the entire world, stimulating progress, and giving birth to evolution. "