

Digital Marketing Course Content

1. Introduction to Digital Marketing

- What is digital marketing?
- Importance and benefits of digital marketing
- Digital marketing vs. traditional marketing
- Overview of digital marketing channels

2. Digital Marketing Strategy

- Understanding target audiences and buyer personas
- Setting marketing goals and objectives (SMART goals)
- Developing a digital marketing strategy
- Key performance indicators (KPIs) and metrics

3. Search Engine Optimization (SEO)

- Introduction to SEO and its importance
- How search engines work (crawling, indexing, ranking)
- On-page SEO techniques (keywords, meta tags, content optimization)
- Off-page SEO techniques (link building, social signals)
- Technical SEO (site speed, mobile-friendliness, sitemap)

4. Content Marketing

- Understanding content marketing and its role in digital marketing
- Types of content (blogs, videos, infographics, e-books)
- Content creation and curation strategies
- Developing a content marketing plan
- Measuring content effectiveness

5. Social Media Marketing

- Overview of social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Creating and managing social media profiles
- Developing a social media strategy
- Content creation for social media
- Social media advertising (ads, promotions, targeting)

6. Email Marketing

- Importance of email marketing
- Building and managing an email list

- Creating effective email campaigns (subject lines, content, CTAs)
- A/B testing and segmentation strategies
- Measuring email campaign performance

7. Pay-Per-Click (PPC) Advertising

- Introduction to PPC advertising (Google Ads, social media ads)
- How PPC works (bidding, ad ranking)
- Creating effective ad campaigns
- Keyword research for PPC
- Measuring and optimizing PPC campaigns

8. Analytics and Data Analysis

- Introduction to web analytics
- Setting up Google Analytics
- Understanding key metrics (traffic, bounce rate, conversions)
- Analyzing and interpreting data
- Using insights for marketing decisions

9. Search Engine Marketing (SEM)

- Understanding SEM and its components
- Differences between SEO and SEM
- Developing a SEM strategy
- Measuring SEM effectiveness

10. Affiliate Marketing

- What is affiliate marketing?
- How affiliate marketing works
- Finding and partnering with affiliates
- Creating an affiliate program

11. Online Reputation Management (ORM)

- Importance of ORM in digital marketing
- Techniques for managing online reputation
- Responding to reviews and feedback
- Building a positive online presence

12. Mobile Marketing

- Introduction to mobile marketing

- Mobile optimization strategies
- SMS marketing and apps
- Understanding mobile user behavior