

Syllabus

Digital Marketing

Name of Course: Digital Marketing

Duration: 30 Hrs.

Objectives:

- **Staying Ahead of the Curve**
- **Expanded Knowledge and Skill Set**
- **Long-Term Career Growth**
- **Work-Life Balance**
- **Personal Development**

Syllabus

Chapter 1: Introduction To Digital Marketing

7 Lect.

- The definition of digital marketing
- The importance of businesses running online marketing campaigns
- Comprehending how digital marketing benefits businesses
- The goals behind creating a website
- The responsibilities of a digital marketer
- An introduction to online advertising
- Various revenue models are available
- Creating a successful digital marketing strategy

Chapter 2: Website Planning & Analysis

7 Lect.

- Up-to-date website development trends
- Definition and importance of domain names and extensions
- Identifying the best hosting servers
- Understanding various server types
- Utilizing a content management system
- Popular user experience trends
- Defining website objectives
- Essential steps in website creation
- Conducting a comprehensive SEO audit

Chapter 3: Search Engine Marketing

7 Lect.

- Introduction to Google Ad Words
- Techniques for creating effective ad campaigns
- Overview of Microsoft Ad Center
- Finding the appropriate budget for ad campaigns
- Understanding your target audience for better results
- Using dynamic ads to improve ad performance
- Explanation of display advertising and its benefits

Chapter 4: Social Media Marketing

5 Lect.

- Introduction to various social media platforms
- Techniques for achieving high user engagement on social media
- Understanding the importance of building a community on Facebook
- Methods for promoting your brand on social media
- The fundamentals of using Twitter and LinkedIn for business
- Optimizing your Google Plus profile and utilizing Google My Business
- Techniques for creating a successful branding strategy on Social media

Chapter 5: Mobile Marketing

4 Lect.

- Familiarization with diverse types of mobile devices
- Explanation of mobile marketing and social media
- Definition of mobile analytics
- Importance of having a mobile-responsive website
- Overview of various methods of mobile advertising and search
- Techniques for executing mobile content marketing
- Mobile Pay-Per-Click advertising
- Mobile video marketing
- Comprehension of how mobile E-commerce functions