

Digital Marketing Course Structure

Duration – 100 Hours (6 Months)

Course Fees **Rs 25,000/-**



Digital Marketing

Our digital marketing course is a powerful catalyst for your career growth. With hands-on training and real-world projects, you will be prepared to navigate the ever-evolving digital landscape confidently. Take the leap and unlock new opportunities as you propel your career to new heights with our cutting-edge digital marketing course.

MODULE

Course Introduction

- Introduction

Fundamental Concepts of Digital Marketing – 12 Hours

- Introduction to Digital Marketing
- History of Digital Marketing
- Developing and Nurturing a Digital Culture
- Where is Digital Marketing Headed
- Global Impact of Digital Marketing

Customer Lifecycle – 5 Hours

- Acquisition
- Engagement
- Conversion
- Onboarding, Retention, and Expansion

Marketing Technology – 5 Hours

- Mobile and IoT
- Analytics
- Challenges of an Offline Online Experience

Future of Digital Marketing – 2 Hours

- Peek into the Future



Introduction to DMA – 2 Hours

- Introduction

SEO Foundations – 5 Hours

- Introduction
- On-Page Optimization
- Off-Site Optimization
- Duplicate Content
- Keyword Research and Competitive Intelligence
- Design and Architecture
- Local SEO
- SEO Measurement
- Algorithm Updates and SEO Changes
- Integrating SEO with Other Disciplines

Content Marketing Foundations – 5 Hours

- Introduction to Content Marketing
- Content Marketing Strategy
- Overseeing a Content Marketing Program
- Content Marketing Tactics
- Social Media Platforms
- Content Marketing Budget and Measurement



Digital Analytics Foundations – 3 Hours

- Introduction to Digital Analytics
- Organizational Maturity
- Building Blocks
- Management Perspectives of Digital Analytics
- Key Performance Indicators (KPIs)
- Segmentation
- The Analysis Process
- Marketing Management
- Experimentation and Testing
- Reports and Dashboard
- The Digital Analytics Stack

Digital Analytics Foundations – 3 Hours

- Introduction to Google Analytics
- Navigating the Interface
- Advanced Table Filtering
- Creating Segments
- Multiple Goals and Goal Types
- Campaign Tracking

Part 1: Fundamental Concepts

Part 2: Tracking Parameters Examples



Google Ads Fundamentals – 3 Hours

- Introduction to Google Ads
- Account Structure
- Keywords and Match Types
- Creating Text and Search Ads
- Ad Extensions
- Display Ads
- Display Targeting
- Campaign Types and Settings
- Advertising Metrics
- Bidding and Bid Modifiers
- Quality Score
- Google Ads Reports
- Google Ads Tools
- Optimizing Your Account

Programmatic Buying – 3 Hours

- What is Programmatic Buying
- Programmatic Buying vs. Traditional Paid Marketing Approaches
- Programmatic Direct vs. Real-Time Bidding
- Programmatic Workflow
- Targeting Strategies in Programmatic
- Ad Frauds

Social Media Fundamentals – 3 Hours

- Introduction to Social Media
- Social Media Strategy and Planning
- Social Media Channel Management
- Social Media Management Tools
- Social Media Measurement and Reporting
- Social Advertising



Facebook Marketing – 3 Hours

- Course Introduction
- Understanding Facebook
- Understanding the Facebook Algorithm
- Groups, Pages, Messenger, and Facebook Live
- Managing Facebook
- Facebook Marketing Tools
- Understanding Facebook Ads
- Creating Your Facebook Ad
- Facebook Targeting
- Facebook Tracking and Reporting
- Facebook Commerce
- Facebook Best Practices
- Facebook Privacy and Security
- Facebook Blueprint Examinations

YouTube and Video Marketing – 3 Hours

- Course Introduction
- Establishing a Video Marketing Strategy
- Gaining Exposure and Measuring Impact
- YouTube Advertising
- Leveraging Mobile Video
- Promoting and Measuring
- Mobile Video
- YouTube: How-Tos
- Instagram: How-Tos
- Video Ads on Different Social Media Channels
- Impact of GDPR on YouTube Advertising
- Video Advertising for B2B Marketers
- The Future of Video Marketing



Twitter Marketing – 3 Hours

- Understanding Twitter
- Using Twitter as a Marketer
- Customer Service and Engagement Via Twitter
- Marketing on Twitter
- Understanding Twitter Advertising
- Twitter Ad Options
- Increased Character Limit

Mobile Marketing Foundations – 3 Hours

- Introduction to Mobile Marketing
- Mobile Products and Services
- Promotions and Incentives
- Integration with Marketing Mix
- Mobile Advertising
- Mobile Analysis
- Rules and Regulations

Email Marketing Foundations – 3 Hours

- Introduction to Email Marketing
- Elements of Email
- Working with an ESP
- Build and Maintain Your List
- Avoid Spam Penalties
- Email Deliverability
- Campaign Measurement
- Automation Basics





Marketing Automation Foundation – 3 Hours

- Introduction to Marketing Automation
- Lead Capture and Nurture
- Automated Campaigns
- Improving Customer Life Cycle

Website Conversion Rate Optimization Foundations – 3 Hours

- Introducing Website Conversion Rate Optimization
- Laying the Foundations of Conversion
- Getting to Know Your Customers
- Creating the Message
- Anatomy of a Landing Page
- Why Design Matters
- Testing for Conversions
- Seeing the Bigger Picture

Digital Marketing Strategy – 3 Hours

- Course Introduction
- Digital Marketing Strategy Overview
- Create Narratives
- Customer Needs
- Market Research
- Marketing Calendar
- Measurement and Management

Hands-On Projects, Deployment & Cloud Storage – 25 Hours

- Project 1: Google Analytics and SEO
- Project 2: Google Ads
- Project 3: Facebook Marketing
- Project 4: YouTube and Video Marketing



Tools & Platforms Covered

Google Analytics, Google Ads, Google Tag Manager, Google Search Console, Google Trends, SEMrush, Ahrefs, Moz, Ubersuggest, Screaming Frog, Yoast SEO, Rank Math, HubSpot, Mailchimp, Canva, Adobe Photoshop, Meta Business Suite, Facebook Ads Manager, Instagram Insights, LinkedIn Campaign Manager, Twitter Analytics, Hootsuite, Buffer, Sprout Social, Hotjar, Crazy Egg, Grammarly, Asana, Zoho Campaign, Zapier, WordPress/Wix, Shopify, WooCommerce, Google Keyword Planner, Quora Ads, ChatGPT, Copy.ai, Jasper, SurferSEO, Notion, Vimeo, YouTube Studio, SEMrush Sensor, SimilarWeb, GTmetrix, Google PageSpeed Insights, ClickUp.

Assessment & Evaluation

- Module-wise quizzes and practical assignments
- Mid-term and Final evaluation
- Capstone project presentation

Career Support & Outcomes

- Resume & LinkedIn Optimization Interview Preparation (Technical + HR) Mock Interviews
- Job Assistance through Industry Tie-ups





Contact Us Today!



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