

Digital Marketing Course Syllabus

Module 1: Introduction to Digital Marketing

- Overview of digital marketing
- Evolution of digital marketing
- Importance and benefits of digital marketing
- Digital marketing terminology and concepts

Module 2: Website Development and Optimization

- Basics of website development
- Understanding HTML, CSS, and JavaScript
- Website design principles and best practices
- User experience (UX) and user interface (UI) optimization
- Mobile optimization and responsive design
- Search engine optimization (SEO) fundamentals

Module 3: Search Engine Marketing (SEM)

- Introduction to search engine marketing
- Pay-per-click (PPC) advertising
- Keyword research and analysis
- Creating effective ad campaigns
- Ad copywriting and A/B testing
- Conversion tracking and analytics

Module 4: Social Media Marketing (SMM)

- Overview of social media marketing
- Popular social media platforms (Facebook, Instagram, Twitter, LinkedIn)
- Social media strategy and planning
- Creating engaging content for social media
- Social media advertising and targeting
- Social media analytics and reporting

Module 5: Content Marketing

- Understanding content marketing
- Content creation and curation
- Writing compelling and optimized content
- Content distribution and promotion
- Content marketing metrics and measurement

Module 6: Email Marketing

- Introduction to email marketing
- Email marketing strategy and planning
- Building and growing an email list
- Designing effective email templates
- Writing persuasive email copy

- Email marketing analytics and optimization

Module 7: Influencer Marketing

- What is influencer marketing
- Identifying and selecting influencers
- Building relationships with influencers
- Creating successful influencer campaigns
- Measuring the effectiveness of influencer marketing

Module 8: Online Advertising and Remarketing

- Introduction to online advertising
- Display advertising and banner ads
- Remarketing campaigns and strategies
- Native advertising and sponsored content
- Programmatic advertising
- Online advertising analytics and optimization

Module 9: Analytics and Reporting

- Introduction to digital analytics
- Data tracking and analysis
- Google Analytics and other analytics tools
- Setting up goals and measuring conversions
- Analyzing website traffic and user behavior

- Reporting on digital marketing campaigns

Module 10: Mobile Marketing

- Mobile marketing trends and strategies
- SMS marketing and push notifications
- Mobile app marketing and optimization
- Location-based marketing
- Mobile advertising and targeting
- Mobile analytics and measurement

Module 11: E-commerce Marketing

- Introduction to e-commerce marketing
- Building and optimizing an e-commerce website
- E-commerce SEO and conversion rate optimization
- Customer relationship management (CRM)
- Retention strategies and loyalty programs
- E-commerce analytics and performance tracking

Module 12: Digital Marketing Strategy and Planning

- Developing a digital marketing strategy
- Setting measurable goals and objectives
- Marketing budgeting and allocation
- Creating a digital marketing plan

- Monitoring and adjusting the strategy
- Case studies and real-world examples

Thank You

Trainer Name – Saurabh Kumar Shrivastav

Mobile Number - +919810832146

Profile Link: <https://www.urbanpro.com/delhi/saurabh-kumar-shrivastav>

Saurabh Urban Pro