

Digital Marketing Syllabus

1. Introduction to Digital Marketing

- Overview of digital marketing
- Traditional marketing vs. digital marketing
- Scope of digital marketing
- Key digital marketing channels and platforms
- Current trends and future of digital marketing

2. Search Engine Optimization (SEO)

- Basics of SEO
- Types of SEO: On-page, Off-page, Technical SEO
- Keyword research and analysis
- On-page optimization techniques
- Content optimization and content marketing
- Link-building strategies and backlinks
- Technical SEO: Site speed, mobile optimization, site structure
- SEO tools (Google Analytics, Google Search Console, SEMrush, Ahrefs)
- Local SEO and Google My Business
- SEO performance analysis and reporting

3. Content Marketing

- Introduction to content marketing
- Importance of content marketing in digital strategy
- Types of content: Blog posts, videos, infographics, etc.
- Content creation and content curation
- Developing a content strategy and content calendar
- Content promotion strategies
- Measuring content effectiveness
- Storytelling techniques
- Case studies in content marketing

4. Social Media Marketing (SMM)

- Introduction to social media marketing
- Social media platforms overview (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Developing a social media strategy
- Social media content planning and posting
- Paid advertising on social media platforms
- Organic vs. paid social media strategies

- Influencer marketing and brand partnerships
- Social media analytics and reporting
- Social media tools (Hootsuite, Buffer, Sprout Social)
- Crisis management on social media

5. Pay-Per-Click Advertising (PPC)

- Introduction to PPC advertising
- Google Ads overview and account setup
- Keyword research for PPC
- Campaign creation and management
- Ad groups and ad types (Search, Display, Video, Shopping ads)
- Audience targeting and remarketing
- Bidding strategies and Quality Score
- Conversion tracking and ROI calculation
- A/B testing of ads and optimization
- Tools for PPC (Google Ads Editor, Keyword Planner)

6. Email Marketing

- Importance of email marketing in digital marketing
- Building and managing an email list
- Email design and copywriting best practices
- Types of emails: Newsletters, transactional, promotional
- Personalization and automation in email marketing
- Email marketing platforms (Mailchimp, Sendinblue, etc.)
- A/B testing and performance analysis
- Avoiding spam filters and maintaining a good sender reputation
- Measuring email marketing success (open rates, CTR, conversions)

7. Web Analytics

- Introduction to web analytics
- Google Analytics overview and account setup
- Understanding Google Analytics metrics (users, sessions, bounce rate, etc.)
- Setting up goals and event tracking
- Understanding audience demographics and behavior
- Traffic sources analysis
- Conversion tracking and funnel analysis
- Heatmaps and user behavior analysis (Hotjar, Crazy Egg)
- Reporting and analysis techniques
- Data-driven decision-making in digital marketing

8. Affiliate Marketing

- Introduction to affiliate marketing

- Key players: Advertisers, publishers, affiliate networks
- Popular affiliate marketing platforms (Amazon Associates, ShareASale)
- Creating an affiliate marketing strategy
- Tracking and managing affiliate links
- Affiliate marketing analytics and ROI measurement
- Compliance and ethical considerations in affiliate marketing
- Best practices for driving affiliate sales

9. Influencer Marketing

- Basics of influencer marketing
- Types of influencers (nano, micro, macro, celebrity)
- Finding and selecting influencers
- Developing an influencer marketing campaign
- Influencer outreach and collaboration
- Measuring influencer marketing ROI
- Legal and ethical aspects of influencer marketing

10. E-commerce Marketing

- Overview of e-commerce marketing
- Setting up an online store (Shopify, WooCommerce)
- E-commerce SEO and product optimization
- E-commerce PPC and retargeting
- Social media strategies for e-commerce
- Conversion rate optimization for e-commerce
- Customer retention strategies (loyalty programs, email marketing)
- Measuring e-commerce marketing performance

11. Mobile Marketing

- Introduction to mobile marketing
- Mobile-friendly website design and optimization
- SMS and push notifications
- Mobile app marketing and app store optimization (ASO)
- In-app advertising and monetization strategies
- Mobile analytics and tracking
- Location-based marketing

12. Video Marketing

- Importance of video marketing
- Types of video content (product demos, tutorials, testimonials)
- Platforms for video marketing (YouTube, Vimeo, social media)
- Creating a video content strategy
- Optimizing videos for SEO

- Video advertising options and targeting
- Measuring video performance and engagement

13. Digital Marketing Strategy and Planning

- Developing a digital marketing strategy
- Identifying goals, KPIs, and metrics
- Creating a marketing budget and allocation
- Integrating digital marketing channels
- SWOT analysis in digital marketing
- Building customer personas
- Competitive analysis and benchmarking
- Multi-channel marketing and cross-channel strategies

14. Growth Hacking and Conversion Optimization

- Introduction to growth hacking
- Key growth hacking strategies and tactics
- A/B testing and multivariate testing
- Landing page optimization
- Funnel analysis and conversion rate optimization
- Tools for growth hacking and CRO (Optimizely, Google Optimize)

15. Digital Marketing Tools and Technologies

- Overview of popular digital marketing tools
- Tools for SEO (SEMrush, Moz, Ahrefs)
- Social media management tools (Hootsuite, Buffer)
- Email marketing platforms (Mailchimp, Constant Contact)
- Analytics tools (Google Analytics, Kissmetrics)
- PPC tools (Google Ads, Bing Ads)
- Project management and collaboration tools (Trello, Slack)

16. Digital Marketing Capstone Project

- Practical project based on real-world scenarios
- Research, strategize, and implement a full digital marketing plan
- Analyze results and optimize for performance
- Reporting and presenting results

Thank You