

# Syllabus

## Digital Marketing

### 1. Introduction to Digital Marketing – 3 Days

- Digital Marketing Vs Traditional Marketing
- Increasing the Visibility
- Visitors Engagement
- Bring Targeted Traffic To your Website
- Converting Traffic into Leads
- Retention
- Performance evaluation

### 2. SEO - 5 days

- Google Search Engine Algorithms and Updates
- Understanding the SERP
- Google Search Console
- Introduction to Keyword Research, Type of keywords, Competition Analysis
- Preparing Keywords and Localized keywords.
- On page SEO
- Off page SEO

### 3. SEM (Search Engine Marketing) – 5 days

- Keyword Research.
- Competitor analysis on keywords.
- Creating Keyword Match types.
- Ad Copy Writing.
- Campaign Creation.
- Campaign Optimization.
- KPI of Search Engine Marketing

### 3. SMO (Social Media Optimization) – 2 days

- Curate & Create relevant engaging content
- Monitor and manage campaigns and day to day activities
- Stay on top of global trends and industry best practices
- Be familiar and regularly updated with latest happenings in the internet world and social media platforms.
- Cross posting content between various platforms

### 4. SMM (Social Media Marketing) – 3 days

- Role of Social Media Marketing
- Planning, Goals and Strategies
- Campaign Creation
- Campaign Optimization
- KPI's of Social Media Marketing
- Various Channels of Social Media Marketing

## 5. Marketing Activities - 5 days

- Email Marketing
- Influencer Marketing
- Viral Marketing
- Mobile Marketing
- Content Marketing
- Affiliate Marketing
- Funnel marketing and Growth Hacking
- Web Analytics
- Content Marketing and Conversion Rate Optimization

## 6. Project Submission – 2 days

- Planning and Strategy
- Implementation and Execution