

Digital Marketing Cert.Course

Course Duration : 60 Days

Topics & Details

Introduction to Digital Marketing:

★ Introduction to Digital Marketing

- Definition and overview of digital marketing
- Importance and benefits of digital marketing
- Evolution of digital marketing

★ Website Development and Optimization

- Website design principles
- User experience (UX) optimization
- Search engine optimization (SEO) basics
- On-page and off-page SEO techniques

★ Content Marketing

- Content strategy development
- Content creation (text, images, videos)
- Content distribution channels (blogging, social media, email)
- Content calendar planning

★ Social Media Marketing

- Overview of social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Creating and managing social media profiles/pages
- Social media content strategy
- Social media advertising (targeting, ad formats, budgeting)

★ Email Marketing

- Building email lists (lead generation, opt-in forms)
- Email campaign creation and automation
- Email design and copywriting best practices
- Email analytics and performance tracking

★ Search Engine Marketing (SEM)

- Introduction to search engine marketing
- Google Ads and Bing Ads basics



- Keyword research and selection
- Ad copywriting and ad extensions

★ **Display and Video Advertising**

- Display advertising fundamentals
- Video advertising platforms (YouTube, social media)
- Ad formats and targeting options
- Budgeting and bidding strategies

★ **Analytics and Performance Measurement**

- Introduction to digital marketing analytics tools (Google Analytics, etc.)
- Key performance indicators (KPIs) for digital marketing
- Data interpretation and analysis
- Reporting and dashboards

★ **Conversion Rate Optimization (CRO)**

- Understanding conversion rate optimization
- A/B testing and multivariate testing
- Landing page optimization
- Improving website usability and user experience

★ **Digital Marketing Strategy and Planning**

- Developing a digital marketing strategy
- Setting SMART goals and objectives
- Budget allocation and resource planning
- Campaign planning and execution

★ **Emerging Trends in Digital Marketing**

- AI and machine learning in digital marketing
- Voice search optimization
- Augmented reality (AR) and virtual reality (VR)
- Future trends and predictions in digital marketing

★ **Final Project and Review**

- Students will develop and present a digital marketing campaign proposal.
- Course review and Q&A session

