



Introducing Digital Marketing

Introduction to the Course and Work plan
Introduction of Digital Marketing
Digital vs. Real Marketing
Digital Marketing Industry Growth & Demand

Constituents of Digital Marketing

Creating Initial digital marketing plan
Content management

Digital Marketing Framework

Understanding of Digital Audience
SWOT analysis - Target group analysis
EXERCISE: Define a target group (working in groups)

Search Engine Optimization (SEO)

What is SEO
360 Degree SEO Process & Optimizations
Understanding Google Webmaster | Search Console
SEO tools
Writing the SEO content
Exercise: Writing the SEO content (working in groups)

Web Content Marketing

Understanding of Digital Contents
Website Content
Blogging & Micro-Blogging
Website Content Audit Tools
Exercise: Development of contents for various digital frameworks/platforms

Search & Display Advertising

Understanding of digital advertisements
Google Ad Words - Search | Display | Video
Creating accounts
Google AdWords- types
Exercise: Google Ad Words (working in groups)
Google Partner Ads
Google Display Network- GDN Ads



Email Marketing

Email Marketing
Email Marketing plan
Email Marketing Tools
Keeping up with conversions

Social Media Marketing

Introduction of Social Media Marketing
Creating a Facebook page
Visual identity of a Facebook page
Types of publications
Business opportunities
Instagram - Optimization of Instagram profiles | Integrating Instagram with Web platforms and other networks, Keeping up with posts
Business tools on LinkedIn
Creating campaigns on LinkedIn
Analyzing visitation on LinkedIn
Creating business accounts on YouTube
YouTube Advertising
YouTube Analytics
Facebook Ads
Creating Facebook Ads
Ads Visibility
Exercise: All social media creating & managing business
Budgets and Bid Strategies

Influencer Marketing

Understanding The Influencer Market
Integration and Process management of an Influencer
Be An Influencer

Digital Strategy & Plannings

Introduction to CRM
CRM platform
CRM models
Exercise: CRM strategy (working in groups)
Optimization of LTV & FTV of Digital leads
Website Conversions using Live Chat (AI) tools
Digital Marketing Budgeting
Resource planning - Cost estimating, cost budgeting, & cost control