



DIGITAL MARKETING COURSE CONTENT

1. Introduction to digital marketing:

- What is digital marketing?
- How is it different from traditional marketing?
- ROI between Digital and traditional marketing?
- Discussion on ECommerce
- Discussion on new trends and current scenario of the world?
- Digital marketing a boon or a Bane?
- How can digital marketing be a tool of success for companies?
- Video on importance of digital marketing
- Analysis of recent info graphics released by companies about digital marketing?
- How did digital marketing help the small companies and topic
- Categorization of digital marketing for the business
- Diagnosis of the present website and business.
- Swot analysis of business, present website and media or promotion plan.
- Setting up vision,mission,and goals of digital marketing

2. Understanding a website

- What is a website?
- Levels of websites?
- Diff b/w Blog, Portal and Website?
- Diff b/w websites either static or dynamic

3. Search engine optimization

- Introduction to search engines?
- how search engine works ?
- keyword analysis
- on page optimization techniques
- off page Optimization techniques
- Reports

4. Social media optimization / marketing

- Introduction to social Media Marketing
- Advanced Facebook Marketing
- WordPress blog creation
- Twitter marketing
- LinkedIn Marketing
- Google plus marketing
- Google plus marketing

5. Search engine marketing

- Introduction to Search Engine Marketing
- Tools used for Search engine Marketing

- PPC /Google Adwords Tool
- Display advertising techniques
- Report generation

6. Additional module

- Google Analytics
- Online Reputation Management
- EMail Marketing
- Affiliate Marketing
- Social Media Analytics
- Ad designing