

Course Name: DIGITAL MARKETING

Course Code:

Course Objectives: At the end of the semester the students would be able to-

Learn all aspects of digital marketing including search engine optimization (SEO), social media marketing, search engine marketing (SEM), email marketing, analytics, content Marketing, affiliated marketing and more. Our goal oriented digital marketing training course will make you master the art of digital marketing. We will make you experience all the essential aspects of the digital marketing process and make you achieve the marketing goals.

Module I: Introduction of Digital Marketing

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Understanding Digital Marketing Process
- Increasing Visibility,
 - o What is visibility?
 - o Types of visibility
 - o Examples of visibility
- Visitors Engagement
 - o What is engagement?
 - o Why it is important Examples of engagement
- Bringing Targeted Traffic
- Inbound and outbound marketing
- Converting Traffic into Leads
 - o Types of Conversion
 - o Understanding Conversion Process Tools Needed

- Digital Marketing VS Traditional Marketing
 - o What's the difference between digital marketing and traditional marketing, and why does it matter?
 - o Benefits of Traditional Marketing
 - o The Downside to Traditional Marketing
 - o Benefits of Digital Marketing
 - o Why Digital Marketing Wins Over Traditional Marketing ?
 - o Tools of Digital Marketing
 - o How We Use Both Digital & Traditional Marketing

Module II: Website Planning Process

- What is the Internet?
- Understanding domain names & domain extensions
- Different types of websites

- o Based on functionality
- o Based on purpose
- Planning & Conceptualizing a Website
 - o Booking a domain name & web hosting
 - o Adding domain name to web Server
 - o Adding web pages & content
 - o Adding Plugins Building website using CMS in Class
 - o Identifying objective of website
 - o Deciding on number of pages required
 - o Planning for engagement options
 - o Landing Pages & Optimization
 - o Creating blueprint of every webpage
- Best & Worst Examples

Module III: Search Engine Optimization (SEO)

- Introduction to SEO
- How Do Search Engines work?
- Search Engine Algorithms
- Google Algorithm Updates
- Google Search Console
- Keyword Research Process
- Keyword Research Tools
- Competition Analysis
- On page Optimization strategies
- Content development strategy
- Title & Meta Tags
- Semantic SEO
- Rich Snippets Integration
- Speed Optimization
- Off Page Optimization
- Link Building Techniques as per latest standards
- Local SEO Strategies
- Penguin & Panda update recovery process
- Reports and SERP Management

Module IV: Search Engine Marketing (SEM)

- Introduction to Paid Marketing
- Google Ads (Google AdWords) account and billing settings
- Types of Campaigns
- PPC Campaign Setup
- AdGroups and Keywords setup
- Bidding strategies & Conversion Tracking
- AdRank, Quality Score Optimization

- Ad Formats & Ad Extensions
- Shopping Campaigns
- Dynamic search campaigns
- Display Ads Campaigns
- Remarketing campaigns
- Mobile Apps Marketing
- Video Marketing
- Google Ads (Google AdWords) tools
- MCC Account
- AdWords Editor Tool

Module V: Social Media and Email marketing

- Introduction to social media marketing
 - Facebook marketing
 - Facebook advertising
 - YouTube marketing
 - Twitter marketing
 - LinkedIn marketing
 - Pinterest marketing
 - Instagram Marketing
 - Quora Marketing
- What is Email Marketing
 - Benefits of email marketing
 - Basic terminology in email marketing
 - Email Marketing Softwares
 - Building email marketing strategy
 - Building subscriber lists
 - Designing Newsletters
 - Types of Campaigns
 - Reports and analysis

Module VI: Google Analytics

- Purpose of website analytics
- Tools for website analytics
- Installing Google Analytics
- Google Tag Manager
- How to use Google Tag Manager
- Implement Conversion Tracking
- Basic terminology and KPI's
- Audience Reports
- Customer Acquisition Reports
- Behavior Reports
- Goals and Conversion Reports
- Segmentation and Filters

Module VII: Google AdSense and Affiliate Marketing

- What is adsense?
 - How to get approved for adsense?
 - Cool trick to get adsense approval by Google
 - Using your adsense account interface
 - Placing ads on your blog
- What is Affiliate Marketing
 - Types of Affiliate Marketing
 - Making Money using Affiliate Marketing
 - Popular Affiliate Networks
 - Freelancing Business Strategies

📖 **Reference Books:**

- 📖 Becoming A Digital Marketer: Gaining the Hard & Soft Skills for ...
- 📖 “Digital Marketing for Dummies” by Ryan Deiss and Russ Henneberry
- 📖 “Jab, Jab, Jab, Right Hook” by Gary Vaynerchuk
- 📖 Fundamentals of Digital Marketing by Puneet Singh Bhatia
- 📖 The art of social media by Guy Kawasaki and Peg Fitzpatrick
- 📖 SEO Step-by-Step – The Complete Beginner’s Guide to Getting Traffic from Google – By Caimin Jones
- 📖 Google Analytics A Complete Guide 2020 Edition by Gerardus Blokdyk