

DIGITAL MARKETING COURSE – 6 MONTHS

Module 1: Foundations of Digital Marketing

- ✓ Introduction to Digital Marketing
- ✓ Traditional vs. Digital Marketing
- ✓ Marketing Funnels & Buyer's Journey
- ✓ Overview of Digital Marketing Channels
- ✓ Key Performance Indicators (KPIs)
- ✓ Google Trends
- ✓ Similar Web
- ✓ Canva (for basic design)
- ✓ Create a digital marketing strategy for a sample business
- ✓ Competitor analysis report

Module 2: Website & SEO (Search Engine Optimization)

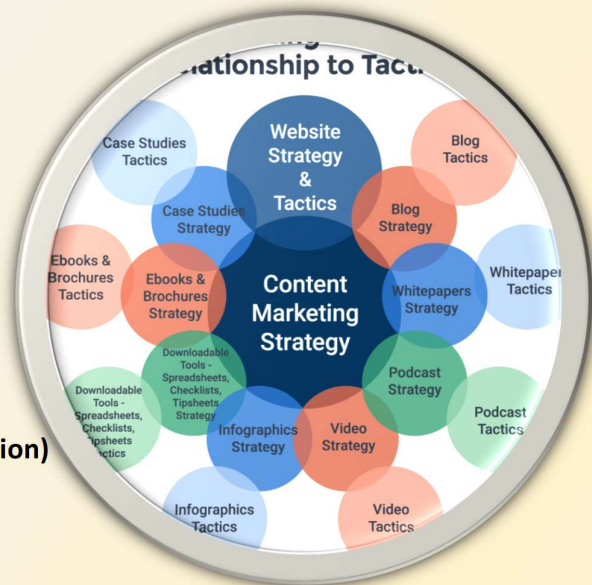
- ✓ Basics of Website Creation (WordPress/Wix)
- ✓ Domain & Hosting Overview
- ✓ Introduction to SEO
- ✓ On-Page SEO (meta tags, content, URL structure)
- ✓ Off-Page SEO (backlinks, guest posts)
- ✓ Technical SEO (sitemap, robots.txt)
- ✓ Google Search Console
- ✓ Google Analytics (GA4)
- ✓ Ubersuggest / Ahrefs / SEMrush (basic use)
- ✓ Build a basic SEO-optimized website/blog
- ✓ Perform keyword research for a niche

Module 3: Content Marketing & Blogging

- ✓ Importance of Content Marketing
- ✓ Types of Content (Blogs, Videos, Infographics)
- ✓ Content Planning & Calendars
- ✓ Storytelling Techniques
- ✓ Blogging Best Practices
- ✓ Introduction to Copywriting
- ✓ Grammarly
- ✓ Hemingway Editor
- ✓ HubSpot Blog Ideas Generator
- ✓ Google Docs
- ✓ Create 3 SEO-friendly blog posts
- ✓ Draft a content calendar for a month

Module 4: Social Media Marketing (SMM)

- ✓ Overview of Major Platforms (Facebook, Instagram, LinkedIn, X/Twitter, TikTok)
- ✓ Social Media Strategy Development
- ✓ Content Creation & Scheduling
- ✓ Influencer Marketing
- ✓ Paid Ads Overview (Meta Ads)
- ✓ Meta Business Suite



- ✓ Buffer / Hootsuite
- ✓ Canva (social templates)
- ✓ Run a mock social media campaign
- ✓ Create a 15-day content plan for a brand
- ✓ **Module 5: Paid Advertising & PPC (Pay-Per-Click)**

- ✓ Introduction to PPC & Google Ads
- ✓ Search Ads, Display Ads, and Video Ads
- ✓ Campaign Setup & Optimization
- ✓ Ad Copywriting Best Practices
- ✓ Landing Page Optimization
- ✓ Remarketing Basics

- Google Ads
- ✓ Google Keyword Planner
- ✓ Unbounce (for landing pages)
- ✓ Set up a mock Google Ads campaign
- ✓ Design a landing page for an offer
- ✓ **Module 6: Email Marketing, Analytics & Final Project**

- ✓ Email Marketing Fundamentals
- ✓ Lead Magnets & Opt-ins
- ✓ Email List Segmentation
- ✓ Drip Campaigns
- ✓ Introduction to Marketing Automation
- ✓ Analytics & Reporting (GA4, Facebook Insights, etc.)
- ✓ Final Digital Strategy Plan
- ✓ Mailchimp / ConvertKit / Brevo (formerly Sendinblue)
- ✓ Google Analytics (Advanced overview)
- ✓ Looker Studio (Data Studio)
- ✓ Build an automated email sequence
- ✓ Present a complete 360° digital marketing plan for a business

