

# **DIGITAL MARKETING SYLLABUS**

## **Module 1: Introduction to Digital Marketing**

- What is Digital Marketing
- Difference between Traditional & Digital Marketing
- Digital Marketing Channels Overview
- Benefits and scope of digital marketing
- Latest trends in digital marketing

## **Module 2: Website Planning & Creation**

- Understanding websites and landing pages
- Domain & hosting basics
- Website structure and UX basics
- Introduction to CMS (WordPress basics)
- Creating a basic website

## **Module 3: Search Engine Optimization (SEO)**

- Introduction to SEO
- On-page SEO (meta tags, headings, keywords)
- Off-page SEO (backlinks, directory submission)
- Technical SEO basics
- Keyword research tools
- SEO audit and reporting

## **Module 4: Search Engine Marketing (SEM)**

- Introduction to paid marketing
- Google Ads basics
- Campaign creation (Search, Display)
- Keyword bidding strategies

- Ad copywriting
- Conversion tracking

## Module 5: Social Media Marketing (SMM)

- Overview of social media platforms
- Marketing on Facebook, Instagram, LinkedIn
- Content planning & scheduling
- Running paid ads on social media
- Engagement strategies

## Module 6: Content Marketing

- Content strategy
- Blog writing
- Copywriting basics
- Video content creation
- Content distribution

## Module 7: Email Marketing

- Email marketing basics
- Creating email campaigns
- Tools like Mailchimp
- Automation and segmentation
- Email analytics

## Module 8: Affiliate Marketing

- What is affiliate marketing
- Affiliate networks
- Earning strategies
- Tracking performance

## Module 9: Influencer Marketing

- Identifying influencers
- Collaboration strategies
- Campaign planning
- ROI measurement

## Module 10: Analytics & Tracking

- Introduction to Google Analytics
- Tracking website traffic
- User behavior analysis
- Conversion tracking
- Generating reports

## Module 11: Online Reputation Management (ORM)

- Managing online reputation
- Handling reviews and feedback
- Brand monitoring tools

## Module 12: E-commerce Marketing

- Marketing for e-commerce websites
- Product listing optimization
- Conversion rate optimization
- Retargeting strategies

## Module 13: Mobile Marketing

- SMS marketing
- App-based marketing
- Mobile ads
- Responsive strategies

## **Module 14: Marketing Automation**

- Automation tools
- Lead generation funnels
- CRM basics
- Workflow automation

## **Module 15: Freelancing & Career**

- Building portfolio
- Finding clients
- Pricing strategies
- Client communication

## **Module 16: Real-World Projects**

- SEO project (website ranking)
- Google Ads campaign
- Social media campaign
- Email marketing campaign
- Full digital marketing strategy