



2023-24  
SESSION

## Digital Marketing Course Curriculum



**CERTIFICATE  
COURSE**

**DURATION** 

**04  
MONTHS**

2023-24 SESSION

# COURSE CURRICULUM

## DIGITAL MARKETING INTRODUCTION

1. What Is Marketing?
2. What Is Digital Marketing?
3. Understanding Marketing Process
4. Understanding Digital Marketing Process
5. Increasing Visibility, What Is Visibility?
6. Types Of Visibility, Examples Of Visibility
7. Visitors Engagement, What Is Engagement?,
8. Why It Is Important Examples Of Engagement
9. Bringing Targeted Traffic
10. Inbound And Outbound Marketing
11. Converting Traffic Into Leads, Types Of Conversion, Understanding Conversion Process
12. Digital Marketing Tools

## DIGITAL MARKETING V/S TRADITIONAL MARKETING

1. What's the difference between digital marketing and traditional marketing, and why does it matter?
2. Benefits of Traditional Marketing
3. The Downside to Traditional Marketing
4. Benefits of Digital Marketing
5. Why does Digital Marketing win Over traditional Marketing?
6. Tools of Digital Marketing
7. How We Use Both Digital & Traditional Marketing

## WEBSITE PLANNING PROCESS (WORDPRESS)

1. What is Internet?
2. Understanding domain names & domain extensions
3. Different types of websites
4. Based on functionality
5. Based on purpose
6. Planning & Conceptualising a Website
7. Booking a domain name & web hosting

8. Adding domain name to web Server
9. Adding webpages & content
10. Adding Plugins Building website using CMS in Class
11. Identifying objective of website
12. Deciding on number of pages required
13. Planning for engagement options
14. Landing Pages & Optimization
15. Creating a blueprint of every webpage
16. Best & Worst Examples

## SEARCH ENGINE OPTIMIZATION (SEO)

1. What is SEO?
2. Introduction to SERP
3. What are search engines?
4. How search engines work
5. Major functions of a search engine
6. What are keywords?
7. Different types of keywords
8. Google keyword planner tool
9. Keywords research process
10. Understanding keywords mix
11. Long-Tail Keywords
12. Google Search Tips & Hacks

## ON PAGE SEO

1. Keyword Research with Google Keyword Planner.
2. What is the difference between keywords stuffing & KW placement
3. How to Select a Domain Name?
4. Page Naming {URL Structuring} and Folder Naming Image Naming,
5. Image Title and ALT Tags Creation
6. What are Meta Tags, Description?
7. Robots, Keywords, Author Redirection Tags
8. Headings Tags {H1 to H6}
9. What is Content Writing?
10. SEO Friendly Content Writing {Insert keywords in content}

11. Anchor Text, Link Title
12. Internal linking
13. Robots.text file use and creation HTML Sitemap creation XML Site Map Creation
14. Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

## OFF PAGE SEO

1. What is OFF-Page Optimization?
2. What are Backlinks?
3. Why Backlinks are Important?
4. How to Get Backlinks?
5. Difference Between Do-Follow and No-Follow Backlinks
6. What is Google Page Rank?
7. How to Increase Page Rank?
8. Search Engine Submissions Directory
9. Submissions Article Writing and submissions Press Release writing and submissions Blog Posting and comment writing
10. Classifieds Posting
11. Forum Posting
12. Business Listing
13. Social Bookmarking
14. Social Networking
15. RSS Feeds
16. Do's and Don't of link building
17. Easy link acquisition techniques
18. Domain Authority & How to Increase

## SOCIAL MEDIA OPTIMIZATION

1. What is SMO?
2. Facebook Page Optimization
3. Instagram Business page Optimization
4. Twitter Optimization
5. LinkedIn Optimization

# SOCIAL MEDIA MARKETING

1. What is Social Media?
2. Understanding the existing Social Media paradigms & psychology
3. How social media marketing is different than others
4. Forms of Internet marketing
5. Facebook marketing
6. Understanding Facebook marketing Practical session 1
7. Creating Facebook page
8. Uploading contacts for invitation
9. Exercise on fan page wall posting
10. Increasing fans on the fan page
11. How to do marketing on a fan page (with examples)
12. Fan engagement
13. Important apps to do fan page marketing
14. Facebook advertising
15. Types of Facebook advertising
16. Best practices for Facebook advertising
17. Understanding Facebook best practices
18. Understanding edge rank and art of engagement Practical Session 2
19. Creating Facebook advertising campaign Targeting in ad campaign
20. Payment module- CPC vs CPM vs CPA
21. Setting up conversion tracking
22. Using power editor tool for adv.
23. Advanced Facebook advertising using tools like Qwaya
24. LinkedIn Marketing
25. What is LinkedIn?
26. Understanding LinkedIn Company profile vs Individual profiles
27. Understanding LinkedIn groups
28. How to do marketing on LinkedIn groups
29. LinkedIn advertising & it's best practices
30. Increasing ROI from LinkedIn ads
31. LinkedIn publishing
32. Company pages
33. Adv on LinkedIn
34. Display vs text
35. Twitter Marketing

36. Understanding Twitter
37. Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
38. How to do marketing on Twitter
39. Black hat techniques of twitter marketing Advertising on Twitter Creating campaigns Types of ads Tools for twitter marketing
40. Twitter Advertising
41. Twitter Cards
42. Video Marketing
43. Understanding Video Campaign
44. Creating 1st Video Campaign
45. Importance of video marketing
46. Benefits of video marketing
47. Uploading videos on video marketing websites
48. Using youtube for business
49. Developing youtube video marketing Strategy
50. Bringing visitors from youtube videos to your website
51. Creating Video ADgroups
52. Targeting Options
53. Understanding Bid Strategy

## GOOGLE ANALYTICS

1. Introduction to Google Analytics
2. How Google analytics works
3. Understanding Google analytics account structure
4. Understanding Google analytics insights
5. Understanding cookie tracking
6. Types of cookie tracking used by Google analytics
7. Starting with Google analytics
8. How to set up analytics account
9. How to add analytics code in website
10. Understanding goals and conversions
11. How to setup goals
12. Understanding different types of goals
13. Understanding bounce & bounce rate
14. Difference between exit rate & bounce rate
15. How to reduce bounce rate
16. How to set up funnels in goals

17. Importance of funnels
18. How to integrate adwords and analytics account
19. Benefits of integrating adwords & analytics
20. Measuring performance of marketing campaigns via Google analytics
21. What is link tagging
22. How to set up link tagging
23. Understanding filters & segments
24. How to set up filters & segments
25. How to view customized reports
26. Monitoring traffic sources
27. Monitoring traffic behavior
28. Taking corrective actions if required

## **GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING**

1. Google AdWords Overview
2. Understanding inorganic search results
3. Introduction to Google Adwords & PPC advertising
4. Overview of Microsoft Adcenter (Bing & Yahoo)
5. Setting up Google Adwords account
6. Understanding Adwords account structure Campaigns, Adgroups, Ads, Keywords, etc Types of Advertising campaigns- Search, Display, Shopping & video
7. Difference between search & display campaign
8. Understanding Adwords Algorithm
9. How does Adwords rank ads
10. Understanding Adwords algorithm (adrank) in detail with examples
11. What is quality score
12. Why quality score is important
13. What is CTR? Why CTR is important?
14. Understanding bids
15. Creating Search Campaigns
16. Types of Search Campaigns – Standard,
17. All features, dynamic search & product listing
18. Google merchant center.
19. Creating our 1st search campaign
20. Doing campaign level settings
21. Understanding location targeting
22. Different types of location targeting

23. What is bidding strategy?

## EMAIL MARKETING

1. What is email marketing?
2. How email works?
3. Challenges faced in sending bulk emails
4. How to over come these challenges?
5. Types of email marketing- Opt-in & bulk emailing
6. What is opt-in email marketing?
7. Setting up email marketing account
8. Best platforms to do opt-in email marketing
9. Setting up lists & web form
10. Creating a broadcast email
11. What are auto responders?
12. Setting up auto responders How to do bulk emailing?
13. Best practices to send bulk emails
14. Tricks to land in inbox instead of spam folder
15. Top email marketing software's & a glimpse of how to use them
16. Improving ROI with A/B testing

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## CONTENT MARKETING

1. What is Content Marketing?
2. Introduction to content marketing
3. Objective of content marketing
4. Content marketing 7 step strategy building process
5. 18 types of content with examples
6. How to write great compelling content
7. Keyword research for content ideas
8. Optimizing content for search engines Discussing authority blog Steps towards developing authority blog
9. Ways to monetizing authority blog
10. How to market your content?
11. Debate- Doesn't great content just spread by itself
12. Understanding second customer
13. Importance of second customer
14. How to increase second customer
15. Understanding online influencers
16. 10 ways to connect with online influencers
17. 35 unique ways to write magnetic headlines
18. 180 examples of magnetic headlines
19. How to increase opt-in email list with content marketing with examples
20. Case study on content marketing

## AFFILIATE MARKETING

1. What is affiliate marketing?
2. 3 A's of affiliate marketing
3. How people make millions of dollar in affiliate marketing?
4. Affiliate marketing history
5. Changes in affiliate marketing industry over the year
6. Affiliate marketing scenario in India
7. How to be a super affiliate?
8. Different ways to do affiliate marketing

9. Affiliate marketing secrets
10. How your trainer makes money in affiliate marketing?
11. Live examples of how people are making money as an affiliate
12. Getting your started as an affiliate
13. Getting you approved as an affiliate from India's top affiliate agencies Some of the top affiliate network in the world
14. How to get approved as an affiliate by world's top affiliate company commission
15. junction [www.cj.com](http://www.cj.com)
16. Trainers shares his secrets of affiliate marketing
17. Story telling- trainer shows his live example of how he is making money these days as an affiliate

## **BLOGGING & FREELANCING TO MAKE MONEY**

1. What is adsense?
2. How to get approved for adsense?
3. Cool trick to get adsense approval by Google
4. Using your adsense account interface
5. Placing ads on your blog
6. Creating blogs with our FREE theme
7. Then we will share 1 secret method Through which you will
8. make money with adsense