



DIGITAL MARKETING

Digital Marketing for Beginners

The course provides foundational knowledge and practical skills to help students or participants understand and effectively engage in digital marketing activities. It covers a wide range of topics related to online marketing strategies and techniques. It is designed to help individuals, professionals, or businesses understand and leverage digital channels to promote products services, or brands effectively.

Module 1: Introduction to Digital Marketing

- What is Digital Marketing?
- The Evolution of Marketing: Traditional vs. Digital
- Benefits and Advantages of Digital Marketing
- Key Terminology in Digital Marketing

Module 2: Website Fundamentals

- Importance of a Business Website
- Domain Registration and Hosting
- Website Design and User Experience
- Content Creation and Management

Module 3: Search Engine Optimization (SEO)

- Understanding SEO and Its Significance
- On-Page SEO: Keyword Research, Meta Tags, Content Optimization
- Off-Page SEO: Link Building, Social Signals
- SEO Best Practices and Tools

Module 4: Content Marketing

- Content Types: Blogging, Videos, Infographics, etc.
- Content Creation and Curation
- Content Distribution and Promotion
- Measuring Content Performance

Module 5: Social Media Marketing

- Overview of Social Media Platforms (e.g., Facebook, Twitter, Instagram)
- Setting up Social Media Profiles
- Content Strategy for Social Media
- Social Media Advertising

Module 6: Email Marketing

- Building and Managing Email Lists
- Creating Effective Email Campaigns
- Email Marketing Tools and Analytics
- GDPR and Privacy Regulations

Module 7: Pay-Per-Click (PPC) Advertising

- Introduction to PPC and Google Ads
- Creating and Managing Ad Campaigns
- Keyword Research and Ad Copywriting
- Budgeting and Bidding Strategies

Module 8: Display and Video Advertising

- Banner Ads and Display Advertising
- Video Marketing on YouTube and Other Platforms
- Targeting and Measuring Display and Video Campaigns

Module 9: Analytics and Data Insights

- Introduction to Analytics Tools (e.g., Google Analytics)
- Data Tracking and Reporting
- Conversion Tracking
- Interpreting Data to Make Informed Decisions

Module 10: Mobile Marketing

- Mobile Website Optimization
- Mobile Apps and In-App Advertising
- Location-Based Marketing
- SMS and Mobile Email Marketing

Module 11: Affiliate Marketing

- Understanding Affiliate Marketing
- Setting Up Affiliate Programs
- Finding and Managing Affiliates
- Tracking and Commissions

Module 12: Digital Marketing Strategy and Planning

- Developing a Digital Marketing Strategy
- Budgeting and Resource Allocation
- Creating a Marketing Calendar
- Case Studies and Real-World Applications

Module 13: Legal and Ethical Considerations

- Digital Marketing Regulations and Compliance
- Intellectual Property and Copyright
- Online Privacy and Data Protection

Module 14: Digital Marketing Trends and Future Developments

- Emerging Trends in Digital Marketing
- Preparing for the Future of Digital Marketing
- Staying Updated and Continuing Education

Module 15: Final Project and Certification

- Students may be required to complete a final digital marketing project.

This course content is a comprehensive introduction to digital marketing, covering key areas like SEO, content marketing, social media, email marketing, advertising, analytics, and more. Digital marketing is a dynamic field, so it's essential for students to stay updated on the latest trends and tools even after completing a basic course.



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