

# DIGITAL MARKETING COURSE CONTENT

Get ready for your next adventure  
with our essential travel tips!

Scroll Down !

# INTRODUCTION TO DIGITAL MARKETING

## Definition of Digital Marketing

- Purpose and Extent
- Why Digital Marketing Is Crucial In The Modern Era
- Comparison of Traditional and Digital Marketing Strategies
- Important Words (such as Paid Search, Search Engine Optimization, CPC, and PPC)

## Digital Marketing Channels

- A Synopsis of Online Mediums
- Traditional vs. Organic Advertising
- Digital Marketing Job Opportunities: Inbound and Outbound

# SEARCH ENGINE OPTIMIZATION (SEO)

## Search Engine Optimization Basics

- Explain search engine optimization.
- Understanding the Significance of SEO for Companies
- Google, Bing, and Other Search Engines: How They Operate
- Crucial SEO KPIs

## Many SEO Methods

- On-Page SEO (Search Engine Optimization, Meta Tags, and Keyword Research)
- Seo Techniques Off-Site (Social Signals, Backlinks)
- Search Engine Optimization (Technical) (Page Speed, Mobile Friendliness, URL Structure)

## Keyword Research & SEO Tools

- Google Keyword Planner, Ahrefs, and SEMrush are some of the keyword research tools available.
- Keywords: Long-tail vs. Short-tail
- Analysis of Competitors
- Google Search Console
- SEO Analytics Tools

# SEARCH ENGINE MARKETING (SEM) & PAY-PER-CLICK (PPC) ADVERTISING

## Overview of SEM

- Where SEO and SEM Differ
- Ad Auction, Quality Score, and Pay-Per-Click (PPC) Advertising

## Google Ads

- Get Started with the Google Ads Platform
- Campaign Setup: Ads, Ad Groups, and Extensions
- Negotiation Techniques
- Investment and Financial Plan

## PPC Optimization

- Enhancement of Quality Scores
- A/B Executing Ads
- Landing Page Optimization

## Success Measures

- CTR (Click-through Rate)
- CPC (Cost per Click)
- Conversion Rate, ROI

# SOCIAL MEDIA MARKETING (SMM)

## Introduction to Social Media Marketing

- Social Media's Important Role
- Facebook, Instagram, LinkedIn, Twitter, YouTube, and TikTok
- How to Pick the Best Social Media Platform for Your Needs

## Social Media Strategy

- Making a Strategy for Social Media
- Visual, textual, and video content strategies for audience targeting

## Social Media Advertising

- Quick Overview of Facebook Ads Manager
- Advertise on Instagram and LinkedIn
- Set Goals and Allocate Resources; Monitor Outcomes

## Community Building

- Google Keyword Planner, Ahrefs, and SEMrush are some of the keyword research tools available.
- Keywords: Long-tail vs. Short-tail
- Analysis of Competitors
- Google Search Console
- SEO Analytics Tools

# CONTENT MARKETING

## Overview of Content Marketing

- Why Content Marketing Is Crucial
- Producing Top-Notch Media (Videos, Blog Posts, Infographics, Podcasts)

## Content Strategy

- Content Planning and Calendar
- Audience Research
- Segmentation

## Creating Content for Online

- Optimized Content for Search Engines
- Powerful News Headlines
- Methods of Storytelling

## Sharing Media

- Online Communities for Content Sharing
- Guest Posting
- Engagement Metrics

# EMAIL MARKETING

## Introduction to Email Marketing

- Benefits of Email Marketing
- Building an Email List

## Email Marketing Tools

- Overview of Tools (MailChimp, Constant Contact, HubSpot)
- Email Templates and Design

## Campaign Creation

- Crafting Subject Lines and Body Content
- Personalization Techniques
- A/B Testing for Emails

# WEB ANALYTICS

## Introduction to Web Analytics

- The Value of Data for Advertising
- Getting Started with Google Analytics

## Email Marketing Tools

## How to Set Up Google Analytics

- Setup of Google Analytics Comprehension of Fundamental Reports
- Monitoring Critical KPIs (User Demographics, Session Duration, and Bounce Rate)

# AFFILIATE MARKETING

## Introduction to Affiliate Marketing

- Affiliate marketing is nothing more than...
- Basic Words (Affiliate, Publisher, Advertiser)

## A Brief Overview of Affiliate Marketing

- Selecting an Appropriate Affiliate Program
- Creating and Monitoring Affiliate Links

## Measures of Performance

- Cost per Acquisition (CPA)
- Commission Structures
- Affiliate Marketing Strategy

# ADDITIONAL BENEFITS BY JOIN WITH US

- ➔ The real-time project
- ➔ Content/Directive (Digital or Physical)
- ➔ Course for Certification
- ➔ Tasks due each week
- ➔ Video recordings
- ➔ Installing software (just for those that are listed)
- ➔ Classes for placing employees
- ➔ Ability to type
- ➔ Group for job updates
- ➔ Skills in communication

MY TRAININGS

# THANK YOU

Please contact me should you have any further questions or require explanation on any of the subjects.

I hope your application of what you have acquired brings ongoing success; I also look forward to watching your future development.

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