

Digital Marketing has several benefits for businesses, from reaching more customers to generating higher revenue. Digital marketers can help with tasks like setting up your company's website and running advertising campaigns that will encourage traffic while also providing you the opportunity at increased profits through various sales channels.

In many ways today's society is becoming increasingly technological; it seems almost natural than when we think about how quickly technology changes nowadays especially given all its recent advancements in hardware and software.

About Course

The syllabus for this course will teach you how to use your skills in digital marketing. You will learn about the various topics that are necessary when starting, and get some advice on what is most important early on as well!

1. Introduction to Marketing and Digital Marketing (5 hours)

- Marketing
- Digital Marketing
- Difference between traditional marketing and digital marketing
- Digital Marketing and Business Success
- Competitive Analysis
- Market trends
- Case Study

Task: Think of a product or website

2. Design Thinking (12 hours)

- Online Presence and Goals
- Digital Transformation
- Idea generation
- Turn data into insights
- Key website ingredients
- Do's and don'ts of website creation
- Brand awareness
- How to be different and offer more than competitors?

Task: Design and Improvise your website. Setup Google Analytics

3. Search Engine Optimization (15 hours)

- Introduction to SEO and its importance
- Working of Search engine
- On-page Optimization
- Off-page optimization
- Keywords
- Google Adwords
- SEO for local business
- Tools for SEO

Task: Optimize the Website for SEO

4. Search Engine Marketing (2 hours)

- Introduction to SEM
- Campaign Management
- Google Adwords
- Keyword Targeting
- Site Targeting

5. Social Media Marketing (1 hour)

- Introduction to Social Media Marketing
- Platform Selection
- Copywriting

Task: Select a platform for your product or website

6. Display Advertisement (1 hour)

- Introduction to Display Advertisement
- Benefits of Display Advertisement
- Customer Retargeting
- Design of Display Banners
- Benefits of Image and Video for business

Task: Outline for display advertisement

7. Email Marketing (2 hours)

- Importance of Email Marketing
- Email Marketing Platforms
- Create opt-in lists
- Creating and Tracking Emails

Task: Analyze email marketing for your website

8. International Market (2 hours)

- Introduction to International Marketing
- Market Validation
- Advertise across border

Task: Analyze your project for international expansion