

Module 1:

Introduction to Digital Marketing

DM Opportunities
Digital Leadership

Module 2:

Search Engine Optimization (SEO)

How do Search Engines Work
Basics of SEO Techniques
Keywords Analysis
SEO On Page Activities
SEO Off Page Activities
Competitor Analysis

Module 3:

Search Engine Marketing (SEM)

Google Adwords
Google Pay-Per Click (PPC)
Basics of Paid Search PPC / Search Marketing Key
Pillars
How to create Campaigns
Keyword Research
Campaign Setup
Bidding and Budget

Module 4 :

Content Marketing

Content Research
Content Discovery & Ideas
Marketing & Distribution
How to create Infographics on Content Marketing
Content Writing
Content Creation

Module 5:

Blogging & website Design

Blogger, tumblr, WordPress

Module 6:

Email Marketing

Permission and E-permission marketing
Defining your goals
E-marketing strategies
Working with email templates
Mail Chimp

Module 7 :

Social Media Marketing

Importance Social Channels
G+ Pages, Communities
Instagram, Pinterest
YouTube
Facebook , FB Pages , FB groups.
Getting your message across on Facebook
LinkedIn, Company Page, LinkedIn Groups, Pulse,
Slideshare
Leveraging LinkedIn

Module 8:

Social Media Analytics:

Facebook insights
Twitter analytics
Linkedin analysis
Instagram analysis
Hootsuite tools
Buffer tools
Google Analytics for social

Module 9:

Social media Optimization

Module 10:

Google Analytics Overview

Benefits of Tracking and Analyzing Web Data

Advantages of Using Google Analytics

Add Tracking to Your Site

Install the Google Analytics Tracking Code

Verify the Google Analytics Code Installation

Troubleshoot Common Problems

Google Analysis reporting

Module 11

Introduction on inbound marketing

Inbound Marketing method(blogs,seo,sem,social media)

Inbound marketing process

Module 12:

Video Marketing

How to work with your YouTube audience

YouTube Ad Formats Supported

Analytics & Insights

Video Manager

YouTube Video Dashboard

Module 13:

Mobile Marketing

(whatsapp,Instagram)