

Digital Marketing



Digital Marketing is the new era promotional activity of products or brands via one or more forms of electronic media. For example, advertising medium that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

Module I (Search Engine Optimization)

1. Introduction to Websites and Digital Marketing
2. SEO and Types (Off Page and On Page)
3. Learn best SEO Tools
4. Website Design Practice

Module II (Social Media Marketing)

1. SEO Analytics
2. Social Media Marketing
3. Build and Develop Facebook Marketing Strategies
4. Facebook Ads
5. Twitter marketing
6. Linked In Marketing
7. YouTube Marketing

Module III (Email Marketing)

1. Email Marketing
2. HTML and Text Mails
3. Working with Content and Landing Pages

Module IV (Content Marketing)

1. Content Marketing

2. Target customers and content creation
3. Content Promotion, Analytics and Reporting

Module V (Search Engine Marketing)

1. Working with PPC
2. Ads on Google
3. PPC Keyword List
4. PPC Landing Page
5. Build PPC

Module VI (Web Analytics)

1. Working with Web Analytics
2. Web Analytics Dashboard
3. Google analytics

