COURSE HANDOUT (COURSE CURRICULUM)

Course Title : **DIGITAL MARKETING PRO MAX**

Credits -4

1. Course Description:

A **digital marketing pro max course syllabus** covers essential topics like SEO, Content Writing, Google Ads, Analytics, and more. The curriculum of these digital marketing topics is being constantly updated to ensure that learners stay up to date with the latest tools and techniques.

A digital marketing course syllabus helps one to understand the subjects that will be taught while pursuing a digital marketing course from a particular institute.

2. Skills You Will Gain

- Social media marketing
- Email marketing
- SEO, Google Add
- Search Engine Marketing

3. The course content enables students to:

1. The course familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.
2. Digital marketing is to communicate the company's plan, product, and business on various social media platforms.
3. Companies use digital marketing to boost product sales via various channels such as search engine marketing and paid promotions.

4. How the Specialization Courses Works: -

➢ Take Courses
➢ Hands-on Project
➢ End Assessment
➢ Earn Credit Based Certificate

5. Course Outcomes: -

1. Be able to develop and execute a marketing plan, incorporating all elements of the marketing mix, segmentation and positioning strategies and other elements.
2. Digital marketing goals often focus on new customer acquisition, better leads, and brand awareness.

SYLLABUS:

UNIT-1

Introduction to Digital Marketing

In this module, you will be introduced to digital marketing from the beginning. Keeping in mind students' diverse backgrounds, courses equip students right from the basics of digital marketing.

Mentioned below are some of the most important digital marketing topics covered here:

- What is digital marketing?
- Importance of digital marketing
- Difference between traditional and digital marketing
- Discuss the recent trends and current scenario of the industry
- How has digital marketing been a tool of success for companies?
- How to use digital marketing to increase sales
- How to conduct a competitive analysis?
- Case studies on digital marketing strategies

UNIT-2

Website Planning and Creation

Businesses create a website to generate leads, increase their credibility among consumers, and deliver their marketing messages. No matter how small a business is, they still have a website. Because of its growing importance, the right course will teach you to create a website from scratch on WordPress.

Website development, a crucial aspect of digital marketing, encompasses various elements of website creation and all the functionalities that WordPress offers. It provides comprehensive information needed to build a website effectively.

- Understanding the functionality of WordPress
- How to develop a website

- How to incorporate different design elements into your website
- How to add content
- Install and activate plugins
- The functionality of different plugins

UNIT-3

Search Engine Optimisation (SEO)

Search Engine Optimisation or SEO involves altering your website to organically rank first on a search engine's results page (SERP). It is arguably the heaviest part of the course. However, certain institutes teaching methods and support make it easier for students.

SEO is an important element of digital marketing and has to be covered in the digital marketing syllabus of an institute. You will learn about the various search engines and their algorithms.

Many AI tools like ChatGPT can be used to improve any company's SEO performance. Enrol in our free ChatGPT course to learn this now!

Here's a list of topics that should be covered in your digital marketing course curriculum –

- Introduction to Search Engine Optimisation
- How does a Search Engine work
- On-page SEO – concepts like content research, keyword research, meta tags
- Off-page SEO – link building
- Keyword Research
- Factors affecting the rank of a webpage

UNIT-4

Search Engine Marketing

Search Engine Marketing (SEM) focuses on boosting a company's website visibility on search engine results pages (SERPs) primarily through paid methods.

Most courses cover how to execute SEM strategies using the Google Ads platform.

- Features of the Google Ads platform and its algorithm
- Creating campaigns
- Search volume
- Google Adwords

- Ad Creation
- Site & Keyword Targeting
- CPC, CPA & CPM-based Accounts
- Demographic Targeting
- Google Keyword Planner
- Concepts of CPM, CLV and other such metrics

UNIT-5

Social Media Marketing

Social Media Marketing (SMM) involves paid and organic marketing techniques on social media platforms like Facebook, Instagram, YouTube and more to drive traffic to a company's website. In this module, you will learn to create effective social media strategies on platforms such as Meta, X, Instagram, YouTube, LinkedIn, Pinterest, Google+, Snapchat, etc.

Want to see a trailer of how social media platforms like Instagram can help you boost the ROI of your business? Check out our free Instagram marketing course now!

Here's a list of digital marketing topics that should be covered in your curriculum –

- Understanding how SMM works & how businesses leverage social platforms
- Targeting Demographics through social media
- Metrics like cost-per-click (CPC), cost-per-view (CPV), cost-per-impression (CPM), and more.
- Social Media Analytics
- Social Media Advertising

UNIT-6

Content Marketing & Strategy

Content Marketing is the comprehensive strategy to attract or retain a target audience by creating and sharing relevant and valuable content, eventually impelling a profitable action. This module comprises exhaustive training sessions on content marketing and its importance.

The digital marketing course outline for this subject is created in such a way that you will learn in-depth about the various types of content and how to capitalise on trending topics.

- Content bucketing
- Creating a social media content calendar for a brand

- Content marketing tools
- Guest Blogging

UNIT-7

Web Analytics

Web Analytics is analysing a website visitor's behaviour.

The course outline for digital marketing here is created in such a way that you will learn how to track and analyse a website visitor's actions via Google Analytics. Web analytics is the process of monitoring the metrics of a website and interpreting the data to gain user insights.

- Google Analytics
- Concepts of bounce rate, page view, session time
- How to optimally use Google Analytics
- Behaviour and acquisition reports

UNIT-8

Digital Media Planning and Buying

Media Planning determines when, where, and how often to advertise to maximize conversions and ROI. Media planning focuses on enhancing advertising effectiveness by targeting the right audience at the optimal time and in the appropriate context.

Here's a list of topics that should be covered in your digital marketing curriculum –

- Concept of Media buying and its types
- Concepts of cost-per-install (CPI), cost-per-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), etc.

UNIT-9

Web Remarketing

Web Remarketing is using a JavaScript tag to serve targeted ads to consumers who have visited your website or taken action on it. The main aim of web remarketing is to reconnect with past visitors and deliver relevant advertisements or messages to encourage them to revisit the website.

- Basics of remarketing
- How to create a remarketing list

- How to create remarketing lists on Google Ads
- How to use Google Ads tag and on Facebook using their Facebook Pixel code.

UNIT-10

Email Marketing

In layman's terms, email marketing involves using electronic mail to communicate commercial messages to a current or potential consumer. The course outline for digital marketing is designed in a way that you will learn about different types of emails and how to craft compelling messages designed to drive conversions or prompt actions from consumers.

Here's a list of digital marketing topics that should be covered in your curriculum –

- How to build the right subscriber list
- Build a database by segmenting based on demographics, mode of acquisition, target group
- Finessing email marketing tools and software
- Designing email copies & automating emails
- Extracting information from email campaign analytics

UNIT-11

Design Essentials

To become a successful digital marketer, you need to understand the importance of the role played by design. The digital marketing course content includes the fundamental principles, elements, and techniques that establish the foundation for effective design across different fields, including graphic design, web design, and industrial design.

Here's a list of topics that should be covered in your digital marketing curriculum –

- Characteristics of an ad
- How to create attractive creatives
- Color theory
- Designing tools
- Understanding aesthetics,
- Understanding design essentials – typography, colours, and themes

UNIT-12

Mobile Marketing

As the name suggests, mobile marketing is promoting your business via mobile. Another aspect of mobile marketing training focuses on conducting mobile web analytics and display advertising, which few digital marketing course syllabuses cover.

- How to increase an app's engagement through in-app advertising
- In-app messaging
- Push notifications
- Creating copies
- App store optimisation
- Analyse app metrics
- Increase app installations
- Strategising and planning to increase app installations and promotions

UNIT-13

E-Commerce Management

E-commerce management is managing an e-commerce store and its activities to ensure a positive customer buying experience. The digital marketing course syllabus for E-commerce management is designed in such a way that you will explore e-commerce, its various types, and the process of building an e-commerce website from the ground up.

Here's a list of topics that should be covered in your digital marketing curriculum –

- Essentials of e-commerce
- Product keyword research
- Inventory management
- Supply chain management
- Packaging and shipping
- Selling on online platforms
- Uploading products to an online marketplace
- Business processes

UNIT-14

Online Reputation Management

Online Reputation Management, or ORM, is the act of controlling or influencing the perception of a brand, company, or individual over the Internet. As per the digital marketing course syllabus, this module will begin with introducing you to ORM and help you explain its importance by providing you with negative conversations or poor ORM examples of brands.

Here's a list of topics that should be covered in your digital marketing course curriculum –

- Understanding the concept of Online Reputation Management
- How to tackle negative reviews
- Crisis management

UNIT-15

Adsense, Blogging, and Affiliate Marketing

As a part of the digital marketing course syllabus, this module will help you learn how to monetise a blog or a website through Adsense and affiliate marketing. Bloggers can use Adsense to monetise their blogs by displaying relevant ads on their websites. They are paid based on the number of ad impressions or clicks their audience generates.

Here's a list of digital marketing topics that should be covered in your curriculum –

- Understanding tools like Google Adsense and YouTube Adsense
- How to generate revenue from websites and blogs
- Write creative content which is SEO-friendly.

UNIT-16

Google Tag Manager

Website owners can use Google Tag Manager (GTM) as their virtual assistant. It makes it simple for them to install and update scripts and tracking codes on their website without tampering with the website's actual code. GTM also makes it easier to manage and update the tracking portion of GA4 without having to deal with difficult code modifications.

Here's a list of topics that should be covered in your digital marketing curriculum –

- Fundamentals of Google Tag Manager.

- How to set up GTM for seamless tag management.
- How to Integrate Google Analytics with GTM for enhanced tracking.
- Core components of GTM and their functions.
- How to track user interactions with videos, links, elements, and scrolls.
- How to implement eCommerce event tracking to measure sales and conversions.
- How to set up Facebook Pixel using GTM.

UNIT-17

App Store Optimisation

App Store Optimisation (AOS) involves making a mobile app more discoverable and visible in app marketplaces (such as the Google Play Store or Apple App Store). To improve an app's rating and draw in more users, ASO entails optimising various components, including the title, description, keywords, and images.

Here's a list of topics that should be covered in your digital marketing course curriculum –

- Art of ASO
- How to Optimise your app like a pro
- How to increase app downloads
- How to do both app store listing optimisation and external promotion
- How to use data and tools for app success
- How to Boost with Paid Campaigns
- iOS App Store Optimisation
- How to tap into Facebook and Google for audience reach
- How to collect positive user feedback for trust and visibility

UNIT-18

Google My Business (GMB)

Google My Business (GMB) helps businesses handle their online presence on Google with the help of this web tool offered by Google. Businesses can manage customer reviews, create and update their business information, and engage directly with consumers through Google Maps and Search using Google My Business.

- How to Set up a GMB Account
- How to Optimise your GMB listing
- How to turn GMB into a lead-generating machine for your business

- How to collect organic reviews and build trust with local users
- How to tackle negative reviews strategically and protect your reputation
- How to manage multiple GMB listings with ease and efficiency

UNIT-19

Video Marketing

The digital marketing course content of this module is planned in a way that you will learn script writing and execution of a video and how to market it using the right platforms. You will learn how to strategise video content that will produce positive brand awareness for a company. You will understand which elements are essential in videos going viral and thus be able to apply those critical elements for yourself.

UNIT-20

Marketing Automation, Influencer & Podcast Marketing

Influencer Marketing, Podcast Marketing, Marketing Automation, etc. are a few digital marketing subjects that have recently been picked up and are highly effective but are not offered by all courses currently. Thus, choose a course that includes these topics, as they're highly in demand today.

➢ Hands-on Project – 4 Hrs

➢ End Assessment – 1 Hr (50 Questions)

➢ **Earn Credit Based Certificate**

➢ **Live Class through Industry Experts**

FOR FURTHER INFORMATION:

CONTACT: 9100348679

E-MAIL: info@coursedivine.com, coursedivine@gmail.com.

VISIT: WWW.COURSEDIVINE.COM