



Digital Marketing Essentials



Price: \$ 2,300

Course Overview

This course provides a comprehensive introduction to the fundamentals of digital marketing. It covers key concepts, tools, strategies, and best practices to help students understand and effectively use digital marketing to achieve business objectives.

Course Duration:

8 weeks (2 sessions per week, 2 hours per session)

Course Objectives:

- Understand the basics of digital marketing and its importance.
- Gain proficiency in various digital marketing channels and tools.
- Develop skills to create, implement, and measure digital marketing campaigns.
- Learn to analyze data to make informed marketing decisions.

Week 1: Introduction to Digital Marketing

Session 1: Course Introduction and Overview

- Introduction to the course structure and objectives.
- Overview of digital marketing and its evolution.
- Importance of digital marketing in today's business landscape.

Session 2: Digital Marketing Fundamentals

- Key concepts and terminology.
- Difference between traditional and digital marketing.
- Components of a digital marketing strategy.

Week 2: Website and SEO Fundamentals

Session 3: Website Optimization

- Importance of a business website.
- Key elements of an effective website.
- User experience (UX) and conversion rate optimization (CRO).

Session 4: Search Engine Optimization (SEO)

- Introduction to SEO.
- On-page vs. off-page SEO.
- Keyword research and content optimization.
- SEO tools and best practices.

Week 3: Content Marketing and Blogging

Session 5: Content Marketing Strategy

- Importance of content marketing.
- Developing a content marketing strategy.
- Types of content (blogs, videos, infographics, etc.).

Session 6: Blogging for Business

- Creating and managing a blog.
- Blog writing techniques.
- Promoting and monetizing blog content.





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Week 4: Social Media Marketing

Session 7: Social Media Platforms Overview

- Introduction to major social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.).
- Choosing the right platforms for your business.
- Creating and optimizing social media profiles.

Session 8: Social Media Strategy and Management

- Developing a social media strategy.
- Content planning and scheduling.
- Engaging with your audience and building a community.

Week 5: Email Marketing and Online Advertising

Session 9: Email Marketing Essentials

- Introduction to email marketing.
- Building and segmenting email lists.
- Crafting effective email campaigns.

Session 10: Online Advertising

- Overview of online advertising (PPC, display ads, social media ads).
- Google Ads and Facebook Ads basics.
- Ad targeting, bidding, and budgeting.

Week 6: Analytics and Reporting

Session 11: Introduction to Digital Marketing Analytics

- Importance of analytics in digital marketing.
- Key metrics and KPIs.
- Overview of Google Analytics.





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Session 12: Measuring and Reporting

- Setting up and using Google Analytics.
- Tracking and analyzing website traffic.
- Reporting on campaign performance.

Week 7: Advanced Topics in Digital Marketing

Session 13: Influencer Marketing

- Understanding influencer marketing.
- Identifying and collaborating with influencers.
- Measuring influencer campaign success.

Session 14: Mobile Marketing

- Importance of mobile marketing.
- Mobile-friendly websites and apps.
- SMS and app-based marketing strategies.

Week 8: Integrating and Executing Digital Marketing Campaigns

Session 15: Developing a Digital Marketing Plan

- Steps to create a comprehensive digital marketing plan.
- Budgeting and resource allocation.
- Timeline and campaign scheduling.

Session 16: Course Recap and Final Project Presentation

- Review of key concepts covered in the course.
- Final project presentations by students.
- Q&A and feedback session.

Assessment and Certification:

- Continuous assessment through quizzes and assignments.
- Final project presentation evaluated by the instructor.
- Certificate of completion awarded to students who complete the course.

