

Digital Marketing

Month 1: Foundations of Digital Marketing

Week 1: Introduction to Digital Marketing

- Overview of digital marketing
- Importance and benefits of digital marketing
- Digital marketing channels and platforms

Week 2-3: Developing a Digital Marketing Strategy

- Setting goals and objectives
- Target audience identification
- Crafting a digital marketing plan

Week 4-5: Content Marketing and Social Media

- Creating compelling content for digital marketing
- Social media marketing strategies
- Platforms: Facebook, Instagram, Twitter, LinkedIn

Week 6: Email Marketing and Analytics

- Effective email marketing campaigns
- Introduction to marketing analytics
- Tools for tracking and analyzing marketing performance

Month 2: Advanced Digital Marketing Techniques

Week 1-2: Search Engine Optimization (SEO)

- Basics of SEO
- Keyword research and on-page optimization
- Off-page optimization and link building

Week 3-4: Pay-Per-Click (PPC) Advertising

- Understanding PPC advertising
- Google Ads and Bing Ads
- Campaign setup and optimization

Week 5: Influencer Marketing and Affiliate Marketing

- Leveraging influencers for marketing
- Introduction to affiliate marketing

- Building and managing affiliate programs

Week 6: Final Project and Future Trends

- Guided work on a digital marketing project
- Emerging trends in digital marketing
- Final presentations and feedback