

# DIGITAL MARKETING COURSE

Become a Pro in Digital Marketing





# Course Roadmap

Become a Pro in Digital Marketing

Course Content	Week 1	Week 2	Week 3	Week 4	Week 5
Fundamental of Digital Marketing					
Copywriting and Content Creation					
Email Marketing					
Social Media Marketing					
WordPress Website Development					
Search Engine Optimization & PPC					
Project					

# FUNDAMENTALS

**Tip:** Utilize various digital marketing channels such as social media, email, SEO, and content marketing to reach your audience

**Unit 1.** Introduction to Digital Marketing.

**Unit 2.** Introduction to Search Engine Optimization.

**Unit 3.** Introduction to Social Media Marketing

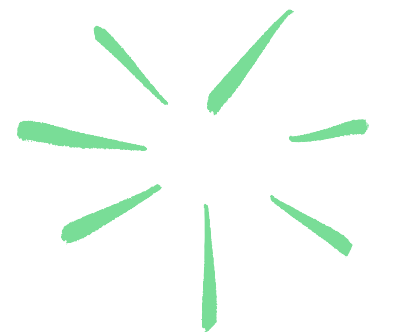
 **Unit 4.** Campaign Planning.

**Unit 5.** Introduction to e-commerce

**Unit 6.** Professional mail writing

**Unit 7.** Resume making

**Unit 8.** Interview skill & communication skill



# Copywriting & Content Creation

## Unit 1.

Creating Marketing Content

## Unit 2.

Copywriting & Microsoft Word

## Unit 3.

Canva, Vistacreate and Freepik

## Unit 4.

ChatGPT, Grammarly, QuillBot, Bard AI and Leonardo AI

## Unit 5.

Operational Risk Management



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# Creating Marketing Content

## 1. Target Audience Analysis

Understanding your target audience's demographics, psychographics, preferences, and pain points.

## 2. Content Strategy and Planning

Determining content types, formats, topics, and the frequency of publication.

## 3. Keyword Research

Conducting keyword research to identify relevant keywords and phrases that align with your target audience's search intent

## 4. Compelling Headlines and Introductions

Effective headlines should be clear, concise, and evoke curiosity or convey value.

## 5. Visual Content Creation

Visuals can help break up text, make content more visually appealing, and improve comprehension.

## 6. Call-to-Action (CTA)

CTAs should be prominent, relevant, and provide a clear benefit or incentive.

## 7. Content Optimization for SEO

Optimizing your content for search engines by incorporating relevant keywords, meta tags, and meta descriptions.

# Copywriting

## What is Copywriting ?

Copywriting is the art of writing persuasive messages that persuade people to buy a product or service. For example, a copywriter might create a catchy slogan or write a compelling product description to entice customers to make a purchase.

## Some Tips

1. Understand your audience
2. Grab attention with a compelling headline
3. Focus on benefits
4. Use clear and concise language
5. Write a strong call-to-action (CTA)
6. Proofread Errors





# Email Marketing



## **Unit 1.**

Introduction to Email Marketing

## **Unit 2.**

Email List and Email Management

## **Unit 3.**

Crafting Effective Email Campaigns

## **Unit 4.**

Analyzing and Optimizing Email Campaigns



# Social Media Marketing

Unit  
1

Creating social media strategies

Unit  
2

Social Media Handling

Unit  
3

Social Media Content Creation

Unit  
4

Social Media Advertising & Promotion

Unit  
5

Social Media Analytics and Reporting



# WordPress Website Development

## Unit 1.

Introduction to WordPress Website Development

## Unit 2.

Customizing WordPress Websites

## Unit 3.

Creating and Managing Content in WordPress

## Unit 4.

WordPress Website Optimization and Security

## Unit 5.

Hosting and Domains



# Search Engine Optimization

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**Unit 1.** Keywords  
Research and Analysis

**Unit 2.** On-Page  
Optimization

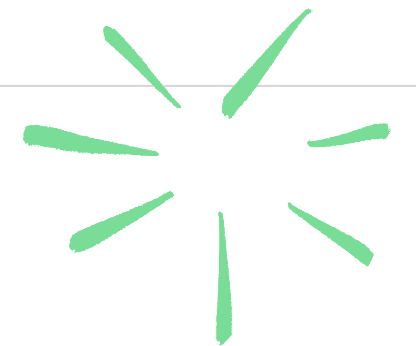
**Unit 3.** Technical SEO

 **Unit 4.** Off-Page SEO

**Unit 5.** SEO and Content  
Marketing

**Unit 6.** SEO Performance  
Analysis and Audit

**Unit 7.** PPC

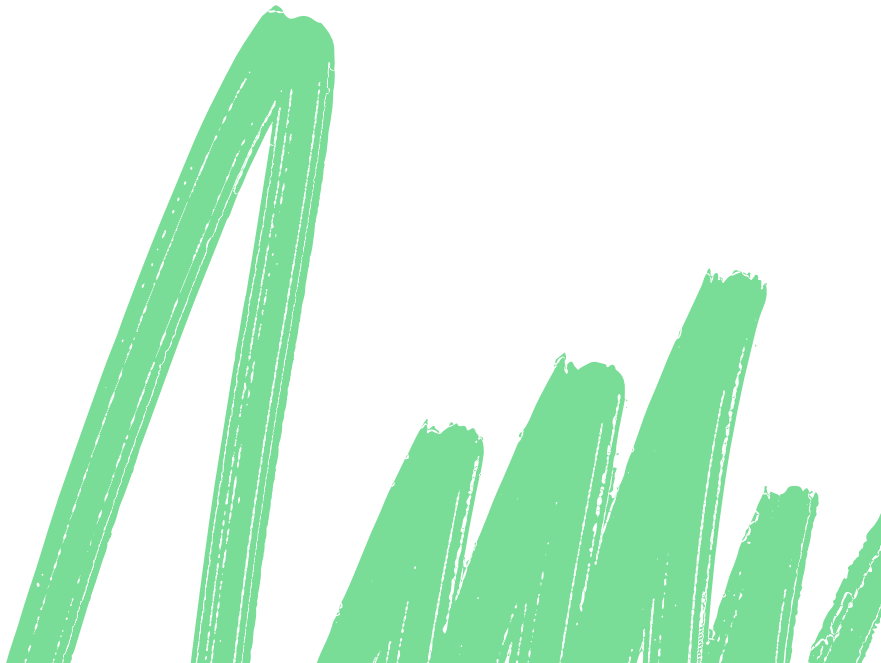




# Project

Become a pro in **Digital Marketing**

TASK 1	TASK 2	TASK 3	TASK 4	TASK 5
<ul style="list-style-type: none"><li><i>Social Media Advertising</i></li></ul>	<ul style="list-style-type: none"><li><i>Pay Advertising on Google</i></li></ul>	<ul style="list-style-type: none"><li><i>Ads Video for Social Media Using Canva</i></li></ul>	<ul style="list-style-type: none"><li><i>WordPress Website</i></li></ul>	<ul style="list-style-type: none"><li><i>SEO Audit</i></li></ul>



# Tools you will learn

You will gain hands-on experience with a variety of essential tools used in the industry.

