



## DIGITAL MARKETING

### **Lesson 1: Introduction to Digital Marketing**

- What is digital marketing?
- Evolution and importance of digital marketing
- Key digital marketing channels and platforms

### **Lesson 2: Understanding Digital Marketing Channels**

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) and Pay-Per-Click (PPC) advertising
- Social Media Marketing (SMM)
- Email Marketing
- Content Marketing
- Affiliate Marketing
- Influencer Marketing

### **Lesson 3: Developing a Digital Marketing Strategy**

- Target audience identification and segmentation
- Competitor analysis
- Choosing the right digital marketing channels
- Budget allocation and resource planning
- Creating a content calendar

### **Lesson 4: Search Engine Optimization (SEO)**

- On-page SEO (meta tags, keyword optimization, content optimization)
- Off-page SEO (backlink building, social signals)
- Local SEO optimization.
- SEO tools and analytics

### **Lesson 5: Paid Advertising and Google Ads**

- Introduction to Google Ads
- Campaign setup and structure
- Keyword research and targeting
- Bid strategies and budget management
- Performance tracking and optimization

### **Lesson 6: Social Media Marketing (SMM)**

- Overview of major social media platforms (Facebook, Instagram, Twitter, LinkedIn)
- Creating a Social Media content strategy
- Social media advertising and targeting
- Community management and engagement



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### **Lesson 7: Content Marketing and Strategy**

- Content marketing fundamentals
- Content ideation and creation
- Content distribution and promotion
- Content optimization for SEO

### **Lesson 8: Email Marketing and Automation**

- Email marketing fundamentals.
- Building an email list and segmentation.
- Email campaign design and content.

### **Lesson 9: Analytics and Performance Tracking**

- Introduction to digital marketing analytics.
- Setting up Google Analytics and other tracking tools.
- Interpreting data and making informed decisions.

### **Lesson 10: Digital Marketing Campaign Management**

- Campaign planning and goal setting.
- Campaign execution and monitoring.
- Campaign optimization and performance analysis.
- Budget management and ROI tracking.
- Case studies and best practices.

### **Lesson 11: Digital Marketing Trends and AI Concepts**

- Current digital marketing trends and AI Tools.
- Emerging technologies (AI, AR/VR, voice search).
- The future of Agentic AI in digital marketing.
- Strategies for staying ahead of the curve.

*This digital marketing training module aims to equip participants with the knowledge, skills, and tools necessary to thrive in today's digital landscape.*

*By covering a wide range of topics from strategy development to campaign management and analytics, participants will gain a comprehensive understanding of digital marketing principles and practices. Additionally, real-world case studies and practical exercises will provide hands-on experience and enable participants to apply their learning in real-world scenarios.*