Digital Marketing

Module 1: Introduction to Digital Marketing

• Overview of digital marketing
• Evolution of digital marketing
• Importance of digital marketing
• Digital marketing trends

Module 2: Landing Page Optimization

• Landing Page planning and structure
• User experience (UX) design
• Responsive design and mobile optimization

Module 3: Search Engine Marketing (SEM) and Pay-Per-Click (PPC) Advertising

• Introduction to search engine marketing
• Google Ads
• Keyword research and analysis
• Ad creation and copywriting
• Bid management and budgeting
• Performance tracking and analytics

Module 4: Social Media Marketing

• Introduction to social media marketing
• Major social media platforms (Facebook, Instagram, LinkedIn, etc.)
• Creating and optimizing social media profiles
• Social media content strategy and creation
• Engaging with the audience and community management
• Social media advertising and targeting

Module 5: Email Marketing

• Introduction to email marketing
• Building an email list and segmentation
• Email automation and drip campaigns
• Email deliverability and compliance
• Tracking and analyzing email marketing performance

Module 6: Introduction to marketing analytics

• Setting up Google Analytics
• Analyzing website traffic and user behavior
• Conversion tracking and funnel analysis
• Reporting and presenting marketing data