

DIGITAL MARKETING - COMPLETE SYLLABUS

Outcomes by the End of the Course

- Understand complete digital marketing ecosystem
- Create and manage social media campaigns
- Run paid ads on Google & Meta platforms
- Perform SEO for website ranking
- Generate leads and sales using digital strategies
- Analyze campaign performance using analytics tools
- Start freelancing or work as a digital marketing executive

Career Opportunities

- Digital Marketing Executive
- SEO Specialist
- Social Media Manager
- Performance Marketer
- Google Ads Specialist
- Freelance Digital Marketer
- Content Marketer

Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Marketing Funnel Concept
- Understanding Target Audience
- Branding Basics
- Competitor Analysis
- Digital Marketing Strategy Planning

Search Engine Optimization (SEO)

- Introduction to SEO
- Keyword Research
- On-Page SEO
- Off-Page SEO

- Technical SEO Basics
- SEO Tools (Google Search Console, Ahrefs Basics)
- Local SEO
- SEO Project

Social Media Marketing (SMM)

- Facebook & Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing
- Content Planning
- Reels & Short Video Strategy
- Social Media Calendar Creation

Paid Advertising (PPC)

- Google Ads (Search, Display, Video)
- Meta Ads (Facebook & Instagram)
- Campaign Setup
- Ad Copywriting
- Budget Planning
- Conversion Tracking
- Lead Generation Campaign

Content Marketing

- Content Strategy
- Blog Writing Basics
- Email Marketing
- Canva for Creatives
- Copywriting Fundamentals
- Marketing Automation Basics

Analytics & Tools

- Google Analytics
- Google Tag Manager Basics
- Performance Tracking
- Reporting & Dashboard Creation
- Campaign Optimization Techniques

Freelancing & Career Growth

- Creating Freelancer Profiles
- Client Acquisition Strategies
- Proposal Writing
- Pricing Strategy
- Building Personal Brand
- Scaling Digital Marketing Agency

Real-Time Projects

- SEO Live Project
- Social Media Campaign
- Google Ads Campaign Setup
- Lead Generation Project
- Final Industry-Level Project

