

Digital Marketing Fundamentals

Duration - 30 Hours

Pricing – 30,000 INR

Module 1: Introduction to Digital Marketing (2 hours)

This module introduces digital marketing, covering its definition, evolution, and the benefits it provides to businesses. It also offers an overview of the primary digital marketing channels.

Module 2: Understanding Your Audience (2 hours)

Here, you will learn how to identify target audiences, create buyer personas, and understand customer journeys. This is essential for tailoring marketing efforts to the right people.

Module 3: Digital Marketing Channels (10 hours)

This is the core of digital marketing and includes:

- **SEO (2 hours):** Learn how to conduct keyword research, optimize pages, and build backlinks.
- **PPC (2 hours):** Introduction to Google Ads, ad copywriting, and bidding strategies.
- **Social Media Marketing (2 hours):** Overview of platforms like Facebook, Instagram, and LinkedIn, including content creation and advertising.
- **Email Marketing (2 hours):** Focus on building email lists, creating campaigns, and automation.
- **Content Marketing (2 hours):** How to create compelling content for blogs, videos, and visuals.

Module 4: Digital Marketing Strategy and Planning (4 hours)

Participants will learn how to set digital marketing goals, audit current marketing efforts, create actionable strategies, and allocate budgets effectively.

Module 5: Digital Marketing Tools and Platforms (4 hours)

This module covers essential tools such as Google Analytics, SEMrush, and social media management tools like Hootsuite. Email marketing platforms like Mailchimp and WordPress for content management are also discussed.

Module 6: Measuring and Optimizing Digital Marketing Campaigns (4 hours)

Learn how to set KPIs, analyze performance data, and optimize campaigns using techniques like A/B testing for better results.

Module 7: Advanced Digital Marketing Topics (2 hours)

Explore advanced topics such as influencer marketing, affiliate marketing, and newer strategies like podcasting and video marketing.

