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# **DIGITAL MARKETING**



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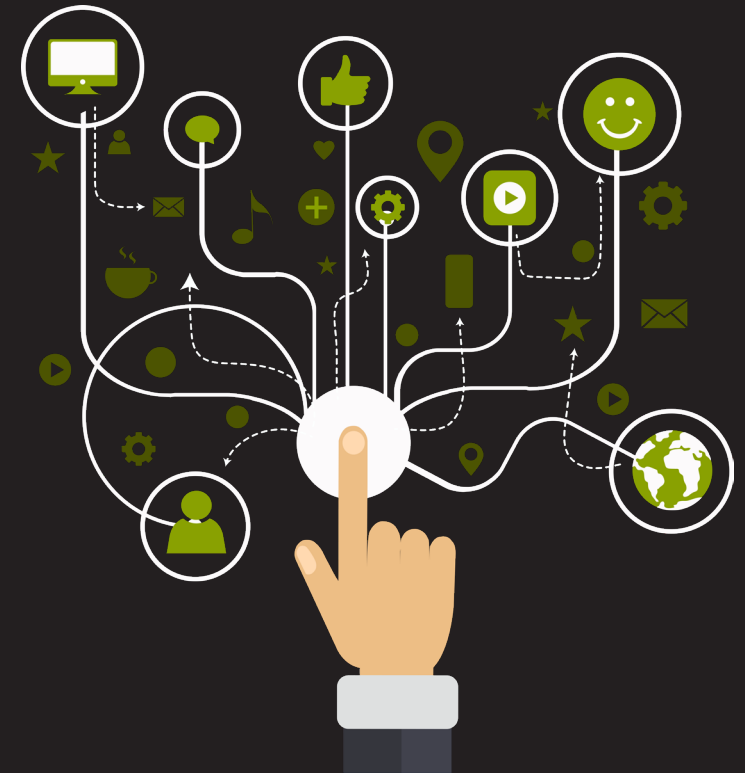
## Course

## Module – I Introduction to Digital Marketing (Timeframe: 1/2 week)

- What is Digital Marketing?
- Basics of Digital Marketing – Overview & Scope
- Platforms for Digital Marketing

## Module – II Digital Marketing Avenues (Timeframe: 1/2 week)

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM/Google PPC)
- Social Media Marketing (SMM)
- Content Marketing
- Email Marketing
- Web Analytics & Visitors Tracking
- YouTube and Video Marketing
- Affiliate Marketing



## **Module – III Search Engine Optimization (Timeframe: 2 weeks)**

- What is Search Engine Optimization?
- Understanding the basics (Keyword, key phrase, search engine rank, link building etc.)
- On-Page Optimization
- Off-Page Optimization
- Competitors Analysis
- SEO Audit

## **Module – IV Search Engine Marketing (SEM/Google PPC) (Timeframe: 2 weeks)**

- What is Search Engine Marketing?
- What is Pay Per Click (PPC)?
- Types of Online Advertising : Search, Display, Shopping, Video and Retargeting
- Keyword Research
- Search Campaign - Creation and Optimization
- Monitoring a campaign - Quality Score for keywords & CTR for keywords, Ad copies
- Display Campaign Creation in AdWords

## **Module – V Social Media Marketing (Timeframe: 2 weeks)**

- What is Social Media Marketing?
- Key platforms for Social Media Marketing
- Profile Optimization on Social Networks (gain visibility)
- Company/ Brand/ Enterprise Profile Management on Social Media
- Facebook Marketing
- Advertising On Facebook - Creating And Running An Ad
- Twitter Marketing
- LinkedIn Marketing
- LinkedIn B 2 B Lead Gen Process
- LinkedIn Ad Campaign Setup & Management

## **Module – VI Content Marketing (Timeframe: 1/2 week)**

- What is Content Marketing?
- Elements of creating engaging content
- Content networking & distribution
- Content optimization

## **Module – VII Email Marketing (Timeframe: 1/2 week)**

- What is Email Marketing?
- How to create effective Email Content?
- How to create an email list?
- Using Mailchimp

## **Module – VIII Web Analytics & Visitors Tracking (Timeframe: 1 week)**

- Introduction to web analytics
- How Google Analytics (GA) work
- Setting up Google analytics
- Acquisition, Behavior and Conversion measurement
- Visitors Analysis
- Conversion tracking

## **Module – IX YouTube and Video Marketing (Timeframe: 1 week)**

- Introduction to Video Marketing
- YouTube Channel Creation and Growth
- Video Campaign Creation in AdWords
- YouTube video analytics

## **Module – X Affiliate Marketing (Timeframe: 1 week)**

- What is Affiliate Marketing and how does it work?
- Best Practices in setting up an Affiliate Program
- Choosing Right Products: Clickbank, CJ
- How to optimize your blog and website for affiliate marketing



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