

DIGITAL MARKETING SYLLABUS

Digital Marketing Fundamentals

- What is Digital Marketing
- Traditional vs Digital Marketing
- Online Consumer Behavior
- Digital Marketing Channels
- Sales Funnel & Customer Journey
- Branding & Online Presence
- Career Scope & Job Roles



Website Planning & Basics

- Website Types (Business, Blog, E-commerce)
- Landing Pages & Funnels
- UI/UX Basics for Marketing
- Conversion Rate Optimization (CRO)
- Tools for Website Analysis

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Search Engine Optimization (SEO)

SEO Fundamentals

- How Search Engines Work
- On-Page, Off-Page & Technical SEO

On-Page SEO

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- Keyword Research
 - Meta Title & Description
 - Header Tags
 - URL Structure
 - Image Optimization
 - Internal Linking

Off-Page SEO

- Backlinks
- Guest Posting
- Directory Submission
- Social Bookmarking

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Search Engine Marketing (SEM) / Google Ads

- Introduction to Paid Ads
- Account Setup
- Keyword Planner
- Search Ads
- Display Ads
- Shopping Ads
- Video Ads
- Conversion Tracking
- Bidding Strategies
- Ad Copy Writing

Social Media Marketing (SMM)

- Social Media Strategy
- Content Planning
- Brand Voice & Engagement

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Social Media Advertising (Paid)

- Ad Account Setup
- Audience Targeting
- Custom & Lookalike Audiences
- Ad Creatives
- Campaign Optimization
- A/B Testing
- Lead Generation Ads
- Retargeting



Content Marketing

- Content Strategy
- Blog Writing
- Copywriting
- Video Marketing
- Infographics
- Storytelling
- Content Calendars

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Email Marketing

- Email Marketing Basics
- Email Campaign Types
- Email Automation
- List Building
- Open Rate & CTR Optimization
- Newsletter Creation

Affiliate Marketing

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- Affiliate Business Model
 - Affiliate Networks
 - Link Placement
 - Tracking & Analytics
 - Commission Optimization

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Influencer Marketing

- Influencer Types
- Brand Collaboration
- Outreach Strategy
- Campaign Planning
- Performance Tracking

Online Reputation Management (ORM)

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- Brand Monitoring
 - Reviews & Ratings
 - Negative Feedback Handling
 - Crisis Management

Analytics & Data Tracking

- Website Analytics
- Traffic Analysis
- User Behavior Tracking
- Conversion Funnels
- ROI Calculation

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Marketing Automation & AI Tools

- Automation Tools
- CRM Basics
- Chatbots
- AI Content Tools
- Workflow Automation

Mobile Marketing

- SMS Marketing
- WhatsApp Marketing
- Push Notifications
- App Promotion

E-commerce Marketing

- Product Listing Optimization
- Marketplace Ads
- Cart Abandonment
- Upselling & Cross-selling