DIGITAL MARKETING

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Course Objective:

1. Ability to develop a digital marketing plan that will address common marketing challenges

2. Ability to Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, and Marketing Analytics.

3. Potential to recognize key performance Indicators tied to any digital marketing program

4. Calibre to improve Return on Investment (ROI) for any digital marketing program

5. Launch a new, or evolve an existing, career path in Digital Marketing and the ability to build their own start-ups

Course Content:

Unit 1: Introduction to Digital Marketing   3 + 6

Basics of Marketing **|** Traditional Marketing Vs Digital Marketing **|** 5P's of Marketing **|** Segment, action, and Targeting **|** Customer Lifecycle **|** Digital Marketing Modules **|** RACER Framework **|** Digital Marketing Trends

Unit 2: Social Media Marketing   3 + 6

Marketing Approach **|** Gen X **|** Gen Y **|** Gen Z **|** Gen Alpha **|** Conversation Prism **|** Social Media Strategy **|** Social Media Channels Penta Social Elements (Social Talking, Listening, WOM, Feedback, Selling) Personas Influencer Marketing Sentimental Analysis Effective Social Media Marketing Usage Social Media Tools Jargons

Unit 3: Content Marketing & Automation   3 + 6

Content Marketing Landscape **|** Types of Content Marketing **|** Content Marketing Strategy **|** Affiliated Marketing **|** Content Marketing Tools **|** Jargon **|** Effective Email Marketing **|** Essentials in Email Marketing **|** Types of Emails **|** Email Automation **|** Email Marketing Metrics **|** Marketing Automation **|** Martech Landscape **|** Features of Marketing Automation **|** Choosing a Marketing Automation Platform

Unit 4: Video Marketing & Digital Marketing   3 + 6

Create Economy **|** YouTube **|** YouTube Ads **|** YouTube Partner Program **|** Instagram Marketing **|** Live Streams **|** Revenue Generating Streams **|** So-Lo-Mo **|** Paid Search / PPC **|** Social Media Ads **|** Types of

Google Ads**|** Keywords **|** How do Google Ads work? **|** Cost & Budgets**|** Remarketing & Retargeting **|** Tools

Unit 5: Search Engine Optimization   **3 + 6**

SEO Fundamentals**|** How Search EngineOn-Page **|** Types of Keywords **|** On-Page SEO **|** Off-Page SEO **|** SEO Tools **|** SEO Reporting **|** Digital Marketing Strategy for a Startup/Entrepreneur **|** Business Growth Opportunities **|** Career Growth Opportunities**|** Best Practices

Course Outcome:

1. He / She can develop a compelling content strategy for all kinds of business

2. He / She can build PPC campaigns and also design Paid ads and optimize great ad copywriting

3. He / She can design suitable display ads (using tools like Canva), Publish and run ads as per business goals

4. He / She can do e-mail Marketing, social media, build a template, Insert Content and Images

5. He / She can build their own virtual organization by providing various digital marketing services

20 INDUSTRY USE CASES

1. Brand Name Creation: Create a brand name, Brand identity Design: Design a brand logo - using Canva and Create an email account on Gmail to link all your project work - (brandname@gmail.com), use this email account centrally to access all tools and platforms by signing up with the created gmail id.

2. Social Media Campaign: Create a mock Social media campaign - choose the ideal channel (FB, Insta, Linkedin, Youtube etc)

3. Keyword Research/Analysis: Use social listening tools handled in the course to identify keywords for your content strategy (Listdown top 5 keywords and the source of SEO tools used)

4. Blogging: Create your first blog - 500-800 words on wordpress blogs (grammarly, COPYAI) and promote the blog on any of the social media of your choice not by posting the blog directly but by creating a promo link for the blog and attract a minimum of 50 Likes on the blog.

5. Building a Website: Create your first website using - WIX/Canvae

6. Build a Landing Page: Create a landing page using - mailchimp/hubspot

7. Build a content marketing plan: with a focus on top 3 content types (video, email, blogs, podcast etc) - based on a content marketing template from Hubspot

8. Brand Promo Video: Create a 60 sec promo video for your brand - using Canva, Camtasia etc and it should be a explainer video. To achieve this first write your script, then storyboard it, followed by creating an instructional design and then finally create your explainer video

9. Instagram Reel: Create an Instagram reel for your business brand and promote it attract a minimum of 100 Likes

10. Hashtag Generation: Share a list of 5 #Hashtags for the launch campaign, first identify the buzzing area, calculate the penetration power, build a curiosity around the Hashtag and finally release the Hashtag and make a minimum of 50 members from outside your friends and family to viral it.

11. Build and Email Campaign: Create a brand launch email - using Mailchimp

12. SEO :Build and execute the On-page SEO for your website

13. Create a Google Business Page

14. PPC Ad: Create a mock paid - ad campaign for your brand - Google Adwords

15. Social Ads: Create a mock sponsored post for Facebook/ Instagram/Linkedin

16. Google Analytics: Embed a Google Analytics Code on your Website

17. Sitemap: Submit your website's sitemap to Google Search Console

18. Youtube Ad: Create a mock Youtube Ad for your brand

19. Traffic: Generate website traffic to reach at least 500 visits by the end of your project time

20. Field Visit to two businesses (eg: Malabar Gold, MRF, HAP daily, Freshworks, Zoho) meet the digital marketing managers and perform a complete in-person interview on their respective digital marketing strategies, present the research and study in a ppt format

S.No	Digital Marketing Book References
1	Gupta, Seema., 2022. "Digital Marketing" McGraw Hill, Third Edition, , ISBN-10: 935532040X, ISBN-13: 978-9355320407
2	Kagan, Jeremy & Shekhar Singh, Siddharth., 2020. "Digital Marketing: Strategy & Tactics" Wiley, First Edition, ISBN-10: 9390395496, ISBN-13: 978-9390395491
3	Maity Moutusy., 2022. "Digital Marketing" Oxford University Press, Second edition, ISBN-10: 9354972470, ISBN-13: 978-9354972478
4	Hemann Chuck & Burbary Ken., 2019. "Digital Marketing Analytics" Pearson Education, Second Edition, ISBN-10: 9353430194, ISBN-13: 978-9353430191