

# Digital Marketing

## COURSE OBJECTIVE:

Develop students as an expert in marketing any business, product or service online by providing in-depth practical exposure

## COURSE CONTENT:

### UNIT 1: Basics of Marketing and Website creation

- 1.1.1 Marketing
- 1.1.2 Basics of Blogs/website
- 1.1.3 Email /copywriting
- 1.1.4 Overview of Search Engine
- 1.1.5 Organic and Inorganic traffic
- 1.1.6 Psychology behind marketing, design and users
- 1.1.7 Scope and Feature of DM
- 1.1.8 Current trends and DM transformation
  
- 1.1.9. Overview of website
- 1.2.1 Different type of website
- 1.2.2 Create static website
- 1.2.3 Pages and posts
- 1.2.4 Importance of plugins
- 1.2.5 Site optimization

### UNIT 2: Search Engine Optimization and Lead Generation

- 2.1.1 Website ranking mechanism
- 2.1.2 Global ranking system and Google/bing Seo updates
- 2.1.3 Keyword research and types of keyword
- 2.1.4 On page seo
- 2.2.1 Off page seo
- 2.2.2 Link submission
- 2.2.3 Directory submission
- 2.2.4 Blog submission
- 2.2.5 Social network and bookmarking
  
- 2.1.1 Copywriting
- 2.1.2 Landing page
- 2.2.1 Analyse best marketing tool
- 2.2.2 Email marketing content optimization
- 2.2.3 Open rate - conversion rate- delivery rate
  
- 2.2.4 Lead generation in online

## UNIT 3: Social Media Marketing

- 3.1.1 Overview of social media platform
- 3.1.2 Accounts
- 3.1.3 Trend analysis
- 3.1.4 Adsmanager Meta
- 3.2.1 Twitter ads
- 3.2.2 LinkedIn ads business
- 3.2.3 Paid marketing campaign analysis
- 3.2.4 LinkedIn marketing – paid ads

## UNIT 4: Search engine Marketing and Analytics

- 4.1.1 Introduction to adwords
- 4.1.2 Explore portal
- 4.1.3 Create search campaign
- 4.2.1 Create networking ad campaigns
- 4.2.2 Create video ad campaigns
- 4.3.1 Introduction to google analytics
- 4.3.2 Analyse ads performance and traffic

## UNIT 5: Online Reputation Management

- 5.1.1 Introduction to review management system
- 5.1.2 ORM tools in social media
- 5.1.3 Collate organic ORM Tools
- 5.1.4 Influencer marketing
- 5.2.1 Positive and negative reviews
- 5.2.2 Support and feedback mechanism

## COURSE OUTCOMES:

Students will be able to:

- Apply relevant tools and concepts to execute, measure and monitor an annual online marketing plan
- Analyse the current trend and Competitor Marketing Strategies.
- Manage Online reputation of your brand.
- Generate Part-time Income through Affiliate Marketing & Blogging.
- Practically implement the various concepts of Digital Marketing such as: Email Marketing, Growth Hacking, SEO, Content Marketing, etc

## ONLINE REFERENCES:

- [https://blog.hubspot.com/?hubs\\_content=www.hubspot.com%2Fproducts%2Fmarketing&hubs\\_content-cta=hsg-nav\\_box-link&\\_ga=2.90552602.1694700382.1686129501305274539.1686129501](https://blog.hubspot.com/?hubs_content=www.hubspot.com%2Fproducts%2Fmarketing&hubs_content-cta=hsg-nav_box-link&_ga=2.90552602.1694700382.1686129501305274539.1686129501)
- <https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>

## HARDWARE REQUIREMENT:

Latest machine which supports chrome and bing browsers

## INDUSTRY SCOPE:

### 10 INDUSTRY USE CASES

- 1) Create a full resource website – single page
- 2) Create a full resource website – multiple page with lead generation page
- 3) Analyse the analytics of the multipage website
- 4) Do off-page seo for the multipage website and create a plan for 90days
- 5) Create ecommerce website for 50+products like flip kart and amazon
- 6) Integrate google analytics for 5 pages

- 7) Create a Business profile in facebook, LinkedIn and Twitter
- 8) Create a separate campaigns for brand awareness / lead generation and sales page using pixels
- 9) Create ad account in google and bing ads and run a successful campaign .
- 10) Boost one brand with positive review marketing