



# From Zero to Digital Marketer Course

## Course Overview

- This course aims to provide an introduction to digital marketing, covering key concepts and techniques for developing and implementing effective marketing campaigns.

## Course Objective

- To provide students with a solid foundation in digital marketing concepts and techniques.
- To equip students with practical skills for developing and implementing effective digital marketing campaigns.

## Learning Outcomes

- To build and analyse the key concepts and terminology of digital marketing
- To Analyse the principles of customer acquisition and retention in digital marketing
- To Build and implement a digital marketing plan, including setting objectives, identifying a target audience, creating content, and analyzing results
- To Analyse the ethical considerations and best practices for digital marketing

## Projects and Hands-On Experience

- Throughout the course, students will have the opportunity to work on projects and exercises to apply their learning and gain hands-on experience in developing and implementing digital marketing campaigns.

## Assessment Plan

- The course can be assessed through a combination of quizzes, exams, and projects.
- Quizzes can be used to test students' insight of key concepts and terminology.
- Exams can be used to assess students' overall conceptualising of the course
- Projects can be used to assess students' ability to apply their learning to develop and implement a digital marketing plan.

## Hardware Kits/Software/Tools

- Students will need a computer with internet access and a modern web browser.

- Additional software or tools required for specific projects or exercises (such as a social media management platform or an analytics tool)

### Total hours:

The duration of the course is for **45** Instruction hours.











### Emphasis on Practical Skills:

Practical skill development will constitute more than 70% of the course.

## Course content (Unit Wise)











### 1 Digital Marketing Fundamentals —

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-  Learning Outcomes
-  4 Ps of Marketing
-  Digital Marketing Overview
-  Trends powering Digital Marketing
-  DM Concepts
-  DM TYPES
-  DM Channels Part 1
-  DM Channels Part 2
-  DM Channels Part 3
-  Class Survey









### 2 Acquire Core Digital Marketing Skills —

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-  Learning Outcomes Acquire DM Skills
-  Learn to Create Customer Journey Maps
-  Learn to Create Customer Journey Maps
-  Download a FREE Customer Journey Map Template
-  Create Your First Sales Funnel
-  Fill this AIDA Model Template
-  Creating your DM Plan
-  Digital Marketing in 5 Steps
-  Digital Marketing Tips & Techniques
-  Class Survey


### 3 eMail Marketing —

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-  Intro & Learning Outcomes
-  Email for the Win : the Why and What of email marketing
-  5 Reasons why you need an email list
-  Benefits of Email marketing
-  The art of effective email marketing
-  Best Practices and Tips for Better Email Marketing
-  Dos and Dots (Download Resource)
-  Class Survey

### 4 social media marketing —




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-  Intro & Learning outcomes
-  A Guide to using Social Media
-  5 Phase Social Media Strategy
-  The 7 Hidden Strategies in Social Media Marketing
-  How to Leverage Your Social Media Accounts for Your Business
-  How To Create Engaging Social Media Content
-  Social Media Marketing Tips
-  The Social Media Marketing Handbook
-  Class Survey

## 5 Content Marketing —

-  Intro & Learning Outcomes
-  What is Branding?
-  Content Fundamentals
-  Content Planning & Optimization
-  Benefits of Content Marketing
-  Class Survey













## 6 Influencer Marketing

-  Intro & Learning Outcomes
-  Influencer Marketing Essentials
-  Class Survey

## 7 Digital Advertising —

-  Intro & Learning Outcomes
-  Types of Advertising Media
-  Digital Vs Traditional Advertising
-  Content Strategy in Advertising
-  Display Advertising
-  Tips for Effective Advertising
-  Class Survey

## 8 Digital Properties —

-  Intro & Learning Outcomes
-  Websites Essentials
-  Website Launch Plan Part 1
-  Example Website Launch Part 2
-  Example Website Launch Part 3
-  Website : Do's and Dont's
-  Landing Pages
-  5 Step Cycle in starting your business blog
-  Structure The Perfect Blog Post
-  VLOGS
-  How to write and record your Podcast
-  Class Survey

## 9 SEO / SEM



- Intro & Learning Outcomes
- SEO : A Deeper Understanding
- Why SEO for your Website
- 5 Rules of SEO
- Types of SEO Strategies
- Technical SEO
- Class Survey

## 10 DM Analytics



- Learning Outcomes DM Analytics
- Digital Marketing Analytics Essentials
- 4 Strategies
- Key DM Analytics Techniques
- Social Media Analytics
- Tips for better Analytics
- Tools for Analytics
- Tips to Increase ROI With Marketing Analytics
- Benefits of Marketing Analytics
- Class Survey

## 11 Assessment



- Assessment
- Interview Questions for You

## 12 Bonus Resources



- Steps to Creating a video
- Stop Writing emails like This
- FREE Social Media Planner

## Industry Scope

- The digital marketing industry offers diverse career opportunities in various sectors, including e-commerce, advertising, media, technology, and more.
- Digital marketing skills are in high demand, with businesses of all sizes seeking professionals who can effectively promote their products and services online.

## Industry Use cases

### 1. Getting Started with Website Optimization:

Learn the basics of optimizing websites to improve their performance, including keywords, meta tags, and website structure.

### 2. Introduction to Search Engine Optimization (SEO):

Discover the fundamentals of SEO, such as keyword research, on-page optimization, and link building, to improve website visibility in search engine results.

### 3. Creating Engaging Social Media Posts:

principles of creating effective social media content, including engaging captions, visual elements, and hashtags to attract and interact with your audience.

#### 4. Email Marketing for Beginners:

Explore the basics of email marketing, including building an email list, creating compelling email campaigns, and tracking their performance.

#### 5. Introduction to Content Marketing:

Learn the foundations of content marketing, including creating valuable and relevant content, target audience needs, and distributing content through various channels.

#### 6. Introduction to Pay-per-Click (PPC) Advertising:

Discover the world of PPC advertising, including creating ads, selecting keywords, and managing campaigns on platforms like Google Ads.

#### 7. Introduction to Social Media Advertising:

Get started with social media advertising by different platforms, creating ad campaigns, and targeting specific audiences based on demographics and interests.

#### 8. Introduction to Google Analytics:

Learn the basics of Google Analytics, including setting up an account, tracking website traffic, and gaining insights into user behavior to improve marketing strategies.

#### 9. Introduction to Influencer Marketing:

concept of influencer marketing, how to identify suitable influencers, and collaborate with them to promote products or services.

#### 10. Introduction to Video Marketing:

Explore the basics of video marketing, including creating engaging videos, optimizing them for different platforms, and measuring their impact on your marketing efforts.

#### 11. Introduction to Social Listening:

Discover the importance of social listening and how to monitor conversations about your brand on social media platforms to gain insights and improve brand reputation.

#### 12. Introduction to Customer Relationship Management (CRM):

Learn the basics of CRM systems, including managing customer data, customer journeys, and leveraging CRM tools for effective marketing campaigns.

#### 13. Introduction to Online Reputation Management (ORM):

Significance of maintaining a positive online reputation, managing online reviews, and responding to customer feedback to protect and enhance brand image.

#### 14. Introduction to Mobile Marketing:

Explore the basics of mobile marketing, including mobile app marketing, SMS marketing, and mobile advertising to reach and engage with mobile users effectively.

#### 15. Introduction to Google My Business:

Discover how to create and optimize a Google My Business listing to improve local search visibility and attract customers to physical store locations.

#### 16. Introduction to Conversion Rate Optimization (CRO):

Learn the fundamentals of CRO, including A/B testing, user experience optimization, and website usability improvements to increase conversions on your website.

#### 17. Introduction to Marketing Analytics:

Gain an introduction to marketing analytics, including key metrics, tracking campaign performance, and making data-driven decisions for marketing strategies.

#### 18. Introduction to Online Advertising Metrics:

Explore essential online advertising metrics such as click-through rate (CTR), cost per click (CPC), and conversion rate to measure and optimize the effectiveness of your ad campaigns.

#### 19. Introduction to Affiliate Marketing:

Basics of affiliate marketing, including how to join affiliate programs, promote products or services, and earn commissions through affiliate partnerships.

#### 20. Introduction to Marketing Automation:

Discover the concept of marketing automation, including using tools to automate repetitive marketing tasks, nurture leads, and deliver personalized content to engage with your audience effectively.

These industry use cases are designed specifically for beginners in digital marketing, providing a solid foundation and practical knowledge to kickstart your journey in this field.

### Further Reading Recommendation

- Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry
- The Art of Digital Marketing by Ian Dodson
- Digital Marketing: Strategy, Implementation, and Practice by Dave Chaffey and Fiona Ellis-Chadwick

## Reference Books

- Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World by Chuck Hemann and Ken Burbary
- Content Chemistry: The Illustrated Handbook for Content Marketing by Andy Crestodina
- Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik

## Software Requirement

- Computer with Internet access
- Modern web browsers (Google Chrome, Mozilla Firefox, etc.)
- Social media management platform (Hootsuite, Buffer, Sprout Social, etc.)
- Analytics tools (Google Analytics.)

## Hardware Requirements

- Computer or laptop with minimum system requirements
- Stable internet connection
- Headphones or speakers for multimedia content

## Benefits:

1. Basics of digital marketing: By taking this course, students will gain a solid foundation in the key concepts and terminology of digital marketing, which is essential for anyone working in this field.
2. Developing practical skills: Through projects and exercises, students will have the opportunity to develop practical skills in developing and implementing digital marketing campaigns. These skills will be valuable in a variety of jobs in the marketing industry.
3. Importance of customer acquisition and retention: Digital marketing is all about acquiring and retaining customers, and this course will teach students the principles of customer acquisition and retention in the digital world.
4. Learning best practices and ethical considerations: This course will also cover best practices and ethical considerations in digital marketing, which is important for anyone working in this field.

## Potential Jobs:

1. Digital marketing intern or assistant
2. Social media specialist
3. Content marketing specialist



4. Email marketing specialist
5. Marketing analytics specialist

Keep in mind that these are just a few examples, and there are many other jobs in the marketing industry that students may be qualified for after completing this course. It's important for students to consider their interests and goals when deciding which career path to pursue.