

Course Name: -Digital Marketing Assistant

Duration: 3 Months

- Module 1:** Introduction to Digital Marketing
- Module 2:** Search Engine Optimization (SEO)
- Module 3:** Search Engine Marketing (SEM)
- Module 4:** Online Marketing
- Module 5:** Social Media Marketing (SMM)
- Module 6:** Google AdSense and Affiliate Marketing
- Module 7:** Google Analytics
- Module 8:** Basic Communication Skills

Module 1: Introduction to Digital Marketing

- What is Digital Marketing?
- Benefits of Digital marketing
- Digital marketing platforms and Strategies
- Comparing Digital with Traditional Marketing
- Defining Marketing Goals
- Latest Digital marketing trends

Module 2: Search Engine Optimization (SEO)

- What are Search Engines?
- How do Search Engine work?
- Search Engine Algorithms and Updates
- Keyword Research process
- Competition Analysis
- Onpage Optimization
- Offpage Optimization
- SEO Tools
- Local SEO
- SEO Reporting

Module 3: Search Engine Marketing (SEM)

- Introduction to Paid marketing
- Google AdWords account and billing settings
- Pay Per Click (PPC).

- Keyword Categorization.
- Landing Page Creation.
- Campaign Management.
- Ads Creation.
- Bid Management.
- PPC Tools.
- PPC Report Generation.
- PPC Campaigning Tools.

Module 4: Online Marketing

- Key mobile marketing concepts
- Marketing goals
- Email Marketing
- Mobile Marketing
- SMS Marketing
- E-Commerce Marketing
- Video Marketing
- Online Branding

Module 5: Social Media Marketing (SMM)

- What is Social Media?
- Why use Social Media Marketing
- Social Media Strategy
- Impact of Social Media on SEO
- Facebook Marketing
- YouTube Marketing
- LinkedIn Marketing
- Twitter Marketing
- Instagram Marketing
- Google+ Marketing

Module 6: Google Ad Sense and Affiliate Marketing

- Online money earning strategies
- Success stories of online entrepreneurs
- Planning a website for AdSense
- What is AdSense?
- Types of Bidding
- Implementing Ads in a Website
- What is Affiliate Marketing

- Types of Affiliate Marketing
- Making Money using Affiliate Marketing
- Popular Affiliate Networks
- Freelancing

Module 7: Google Analytics

- Purpose of website analytics
- Tools for website analytics
- Installing Google Analytics in website
- Google Search Control
- Basic terminology and KPI's
- Reporting and Analysis
- Goals and Funnels
- Segmentation and Filters

Module 8: Basic Communication Skills

- Communication and its importance, Principal of effective communication
- Types of communication
- Body language
- Listening Skills - Importance of Effective Listening
- Difference between Hearing and Listening
- Measures to improve listening
- Employment skills- Contents of good Resume
- Guidelines for writing Resume
- Facing interviews
- Do's& Don'ts for an interview.