

Course Name: - Digital Marketing Assistant

Duration: 6 Months

Module 1: Introduction to Digital Marketing and Website Creation

Module 2: Search Engine Optimization (SEO)

Module 3: Search Engine Marketing (SEM)

Module 4: Social Media Marketing (SMM)

Module 5: Online Marketing

Module 6: Lead Generation and Google Analytics

Module 7: Google AdSense and Affiliate Marketing

Module 8: Employability Skills

Module 9: Project/ On the Job Training (OJT)

Module 1: Introduction to Digital Marketing and Website Creation

- 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
- What is a website and types of websites
- Basics of HTML, CSS and JavaScript
- What are CMS Platforms and some popular CMS Platforms
- Basic features and benefits of CMS
- Introduction to WordPress
- Installing themes and SEO specific plugins
- Creating categories, pages, posts
- Adding blog posts, images. Photo gallery, Videos and content
- Adding menu and widgets
- Web hosting

Module 2: Search Engine Optimization (SEO)

- What are Search Engines?
- How do Search Engine work?
- Understanding the SERP
- What are Keywords
- Different types of keywords
- Keyword Research process

- Competition Analysis
- Types of SEO
 - i. Onpage SEO
 - ii. Offpage SEO
 - iii. Local SEO
 - iv. Technical SEO
- Optimizing with google algorithm

Module 3: Search Engine Marketing (SEM)

- Introduction to Paid marketing
- Pay per Click (PPC)
- What is Google Ads(Adwords)
- Creating Google Account to use Ads
- Bid on keyword
- Google Ads Keyword Planner
- Campaign creation and management
- Ad creation and optimization
- Setup unique landing pages for SEM traffic

Module 4: 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 5: Online Marketing

- Email Marketing
 - i. Email marketing and types of email marketing
 - ii. Creating mailing list
 - iii. sending bulk emails
 - iv. email marketing tools
- SMS Marketing
 - i. Types of SMS marketing

- ii. Writing effective SMS content
 - iii. Sending bulk SMS
- Video Marketing
 - i. Video marketing and types of video content
 - ii. Video marketing strategy
 - iii. Marketing video on YouTube, website or Social media Platform.
- E-Commerce Marketing
 - i. Meaning and concept of E-Commerce
 - ii. Types of E-Commerce marketing
 - iii. Top E-Commerce websites
 - iv. Promoting (SEO, SMO) E-commerce websites
 - v. E-commerce marketing strategy
 - vi. Using affiliate marketing to promote ecommerce website

Module 6: Lead Generation and Google Analytics

- What is Lead Generation?
- Lead Generation process
- Landing page for Lead Generation
- Converting visitors into leads
- Converting leads into sales
- Introduction to Google Analytics
- Set up a Google Analytics account and navigating Google Analytics
- Track and analyze traffic
- Understanding Goals and conversion
- Google Analytics Reports (Audience, Acquisition, Behavior & Conversion)

Module 7: Google Ad Sense and Affiliate Marketing

- What is AdSense?
- Benefits of Google AdSense
- Types of Google AdSense
- Process for Google AdSense
- Getting website approval for AdSense
- Placing Ads in website
- Getting money with Google AdSense
- What is Affiliate Marketing
- Types of Affiliate Marketing
- Making Money using Affiliate Marketing
- Popular Affiliate Networks

Module 8: Employability Skills

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting Ready for Apprenticeship & Jobs

Module 9: Project/ On the Job Training (OJT)