

Digital Marketing Course Content

1. Introduction to Digital Marketing
2. Website and WordPress Basics (Hands on)
3. Search Engine Optimization (Hands on)
4. Content Marketing and Copywriting (Hands on)
5. Social Media Marketing (Hands on)
6. Google Ads (Hands on)
7. Email and WhatsApp Marketing (Hands on)
8. Analytics and Reporting (Hands on)
9. AI Tools for Marketers
10. Career, Freelancing and Interview Preparation
11. Capstone Projects

Introduction to Digital Marketing

- Digital Marketing Landscape, Channels and Career Paths
- Customer Journey, Marketing Funnel and Buyer Personas
- Setting Goals, KPIs and a Marketing Plan

Website and WordPress Basics (Hands on)

- Domain, Hosting and Setting Up a WordPress Website
- Landing Pages, Forms, Mobile-Friendly Design and Site Speed

Search Engine Optimization (Hands on)

- Keyword Research, Search Intent and Competitor Analysis
- On-Page SEO: Titles, Meta Tags, Headings, Internal Links
- Technical SEO: Sitemaps, Indexing, Core Web Vitals, Google Search Console
- Off-Page SEO, Backlinks and Local SEO with Google Business Profile

Content Marketing and Copywriting (Hands on)

- Content Strategy, Blogs and Content Calendars
- Copywriting Frameworks for Ads, Emails and Landing Pages
- Creating Graphics and Short Videos with Canva and CapCut

Social Media Marketing (Hands on)

- Facebook, Instagram, LinkedIn, YouTube and X Strategy
- Organic Growth, Reels, Shorts, Community Management and Influencer Basics
- Paid Social Campaigns: Objectives, Audiences, Creatives and Budgets

Google Ads (Hands on)

- Search Campaigns: Keywords, Match Types, Ad Copy, Quality Score
- Display and YouTube Video Campaigns
- Conversion Tracking, Bidding Strategies and Optimization

Email and WhatsApp Marketing (Hands on)

- List Building, Segmentation and Email Campaigns
- Automation Flows: Welcome, Nurture and Follow-Up Sequences
- WhatsApp Business Messaging and Broadcast Basics

Analytics and Reporting (Hands on)

- Google Analytics 4: Events, Conversions, Audiences, Reports
- Google Tag Manager Basics
- Building Dashboards with Looker Studio

AI Tools for Marketers

- Using AI for Research, Content Drafts, Images and Ad Variations
- Marketing Automation and Workflow Tools
- Responsible and Brand-Safe Use of AI

Career, Freelancing and Interview Preparation

- Building a Portfolio and Case Studies
- Freelancing, Agency Work and Handling Clients
- Resume, LinkedIn Profile and Interview Questions

Capstone Projects

- Complete Digital Marketing Plan for a Real or Sample Business
- Live Website with SEO, Social Media, Ads and Email Setup
- Final Performance Report and Presentation