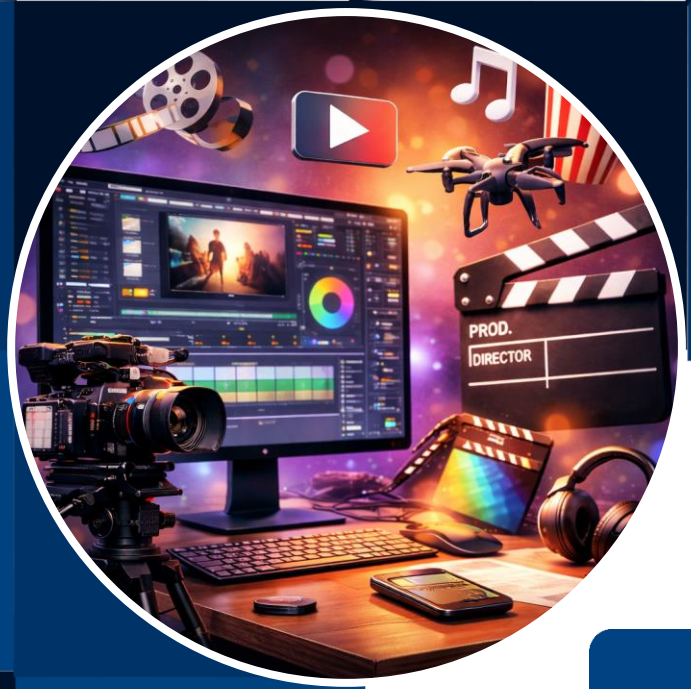


G-TEC EDUCATION

0

DIPLOMA IN DIGITAL MARKETING - DDM

syllabus

DIPLOMA IN DIGITAL MARKETING - DDM

DURATION: 6 MONTHS/216 HOURS

OBJECTIVE

The objective of the course is to help students to understand digital marketing methods. The aim of the course is to provide participants with a rich set of digital skills to devise, plan and implement an engaging and successful digital strategy that delivers on and supports business objective.

STUDENTS PRE-REQUISITES AND EXPECTED QUALIFICATION

- ✓ Plus Two and basic Computer Knowledge

SYSTEM REQUIREMENTS

- ✓ Operating System: Windows 7,8,8.1 or 10
- ✓ Processor: Intel I series or AMD RYZEN series
- ✓ Ram Capacity: 4 to 16 GB
- ✓ disk space availability: 2 GB and more (40 GB disk space required Adobe CC 2018)
- ✓ Display: 1280×720 (HD) or 1920×1080 (FHD)

EXIT PROFILE

Through dynamic lectures, case studies and small group discussions, you will be exposed to the latest methods, techniques and tools for improving your organization's Digital Marketing and brand-building efforts.

CAREER PATH

- ✓ Digital Marketing Analyst
- ✓ Digital Marketing Specialist/Expert
- ✓ Digital Marketing Team Lead
- ✓ Digital Marketing Strategist
- ✓ Content Writer

COURSE OUTLINE			
COURSE NAME:	**DIPLOMA IN DIGITAL MARKETING**	**DURATION:**	**6 M/216 H**
MODULE	**TOPICS**	**DURATION**	**TOTAL**
Module - I	Adobe Photoshop	1 M/27 H	3 M/108 H
	Adobe Illustrator	1 M/27 H	
	HTML, CANVA	1 M/27 H	
	WordPress	1 M/27 H	
Module – II	Social Media Marketing	6 D/7 H	2 M/72 H
	Introduction to Digital Marketing	6 D/7 H	

	Introduction to SMM	6 D/7 H	
	Facebook Marketing	6 D/7 H	
	WhatsApp Marketing	6 D/7 H	
	Youtube Marketing	6 D/7 H	
	Instagram Marketing	6 D/7 H	
	X marketing	6 D/7 H	
	Pinterest Marketing	6 D/8 H	
	LinkedIn Marketing	6 D/8 H	
Module – III	Mobile Marketing	6 D/9 H	1 M/36 H
	Content Marketing	6 D/9 H	
	Email Marketing	6 D/9 H	
	Introduction to SEO	6 D/9 H	
Live Project			

MODULE IN DETAIL

MODULE 1

ADOBE PHOTOSHOP

- Getting Acquainted with Photoshop
  - ✓ The Photoshop Environment
  - ✓ Palettes and the Palette Well
  - ✓ Creating Custom Workspaces
  - ✓ Opening Images
  - ✓ Using the File Browser
  - ✓ Image Magnification
  - ✓ Viewing Document Information
  - ✓ Moving the Image
  - ✓ Undoing Mistakes and The History Palette
  - ✓ Displaying Drawing Guides
  - ✓ Making Measurements
  - ✓ Adding Annotations
  - ✓ Setting Preferences
- Adobe Bridge
  - ✓ The Adobe Bridge Environment
  - ✓ Display Options
  - ✓ Compact Mode
  - ✓ Navigating, Opening & Placing Files
  - ✓ Searching for Files and Folders
  - ✓ Labeling and Rating Files

- ✓ Sorting and Filtering Files
- ✓ Copying, Moving and Deleting Files
- ✓ Stacking and Unstacking
- ✓ Previewing Images and the Loupe Tool
- ✓ Rotating Images
- ✓ Viewing a Slideshow
- ✓ Viewing and Editing Metadata
- ✓ Keywords
- ✓ Mini Bridge

- Basic Image Manipulation
  - ✓ Bitmap Images
  - ✓ Vector Images
  - ✓ Image Size and Resolution Settings
  - ✓ Scanning Images
  - ✓ Creating New Images
  - ✓ Placing Files
- Color Basics
  - ✓ Color Modes and Models
  - ✓ Color Mode Conversion
  - ✓ Previewing Color Differences Between Operating Systems
  - ✓ Color Management
  - ✓ Foreground and Background Colors
  - ✓ Using the Color Picker
  - ✓ Selecting Colors with the Color Palette
  - ✓ Selecting Colors with the Eyedropper Tool
  - ✓ Selecting Colors with the Swatches Panel

- Painting Tools
  - ✓ Painting Tools
  - ✓ The Brush Tool
  - ✓ Blending Modes
  - ✓ The Pencil Tool
  - ✓ The Color Replacement Tool
  - ✓ The Eraser Tool
  - ✓ The Magic Eraser Tool
  - ✓ The Background Eraser Tool
  - ✓ Using the Art History Brush
  - ✓ Using the History Brush

- Brush Settings
  - ✓ Using the Brushes Palette
  - ✓ Creating Custom Brush Tips by Selection

- ✓ Creating Custom Brush Tips in the Brushes Palette
- ✓ ADOBE PHOTOSHOP SYLLABUS
- ✓ Setting Shape Dynamics
- ✓ Setting Brush Scattering
- ✓ Setting Brush Texture
- ✓ Setting Dual Brushes
- ✓ Setting Color Dynamics
- ✓ Setting Other Dynamics
- ✓ Miscellaneous Brush Settings
- ✓ Clearing Brush Settings
- ✓ Saving a Customized Brush
- ✓ Saving a Customized Brush Library

- Making Selections
  - ✓ Selection Basics
  - ✓ Making Pixel Selections
  - ✓ The Marquee Tools
  - ✓ Refining Edges of Selections
  - ✓ The Lasso Tools
  - ✓ The Magic Wand Tool
  - ✓ The Quick Selection Tool
  - ✓ Selecting by Color Range
  - ✓ Adjusting Pixel Selections
  - ✓ The Extract Command
  - ✓ Copying and Pasting Pixel Selections
  - ✓ Saving and Loading Selections

- Filling and Stroking
  - ✓ Applying Fills
  - ✓ Using the Paint Bucket Tool
  - ✓ Using the Gradient Tool
  - ✓ Using the Gradient Editor
  - ✓ Using Patterns
  - ✓ Using the Pattern Maker
  - ✓ Stroking

- Layers
  - ✓ Using Layers and Layer Groups/Sets
  - ✓ Creating Layers and Layer Groups/Sets
  - ✓ Stacking and Linking Layers
  - ✓ Moving Layer Content with the Move Tool
  - ✓ Locking Layers

- ✓ Common Layer Management Tasks
- ✓ Merging and Flattening Layers

- Advanced Layers
  - ✓ Layer Styles
  - ✓ Adjustment Layers and Fill Layers
  - ✓ The Adjustments Panel
  - ✓ Masking Layers
  - ✓ The Masks Panel
  - ✓ Creating Clipping Groups
  - ✓ Creating Knockouts
  - ✓ Smart Objects
  - ✓ Smart Filters

- Text
  - ✓ Text Basics
  - ✓ Entering Text
  - ✓ Selecting Text
  - ✓ Editing the Bounding Box
  - ✓ Creating a Type Selection
  - ✓ Applying Effects to Type Layers
  - ✓ Using the Character Panel
  - ✓ Checking for Spelling Errors
  - ✓ Using the Paragraph Panel

- Drawing
  - ✓ Raster vs. Vector
  - ✓ Shape Layers and Shape Options (CS6 & Later)
  - ✓ Shape Layers and Shape Options (CS5-CS)
  - ✓ Using the Shape Tools
  - ✓ Using the Pen Tools
  - ✓ Using the Anchor Point Tools
  - ✓ Using the Paths Palette
  - ✓ Working with Paths

- Using Channels and Masking
  - ✓ Using the Channels Palette
  - ✓ Using Channels
  - ✓ Spot Colors
  - ✓ Blending Channels and Layers
  - ✓ Masks

- ✓ Using Alpha Channels

- Manipulating Images
  - ✓ Changing the Canvas Size
  - ✓ Rotating and Flipping Images
  - ✓ The Rotate View Tool
  - ✓ Cropping Images (CS6)
  - ✓ Cropping Images (CS5-CS)
  - ✓ The Perspective Crop Tool
  - ✓ The Slice Tools
  - ✓ The Free Transform Command
  - ✓ The Smudge Tool
  - ✓ Blurring and Sharpening Images
  - ✓ Using the Dodge Tool and the Burn Tool
  - ✓ The Sponge Tool
  - ✓ Filters and The Filter Gallery
  - ✓ The Liquefy Command
  - ✓ Vanishing Point
  - ✓ Content-Aware Scaling
  - ✓ The Puppet Warp Tool
  - ✓ The Clone Stamp Tool
  - ✓ The Pattern Stamp Tool
  - ✓ The Healing Brush Tool
  - ✓ The Spot Healing Brush Tool
  - ✓ The Patch Tool
  - ✓ The Content-Aware Move Tool
  - ✓ The Red Eye Tool

- Saving Images
  - ✓ Saving Images
  - ✓ The Save for Web & Devices Dialog Box
  - ✓ Printing
  - ✓ Printing Images
  - ✓ Setting Printing Options

- Automating Tasks
  - ✓ Actions and the Actions Palette
  - ✓ Playing Actions
  - ✓ Editing Actions
  - ✓ Playing Pre-Loaded Action

- Help

- ✓ Photoshop Help
- ✓ System Info
- ✓ Online Updates

ADOBE ILLUSTRATOR

- ✓ A Quick Tour of Adobe Illustrator CS6
- ✓ Getting to Know the Work Area
- ✓ Selecting and Aligning
- ✓ Creating and Editing Shapes
- ✓ Transforming Objects
- ✓ Drawing with the Pen and Pencil Tools
- ✓ Color and Painting
- ✓ Working with Type
- ✓ Working with Layers
- ✓ Working with Perspective Drawing
- ✓ Blending Colors and Shapes
- ✓ Working with Brushes
- ✓ Applying Effects
- ✓ Applying Appearance Attributes and Graphic Styles
- ✓ Working with Symbols
- ✓ Combining Illustrator CS6 Graphics with Other Adobe Applications

HTML

- ✓ Introduction of different Web Technology
- ✓ Introduction
- ✓ HTML Elements
- ✓ HTML Attributes
- ✓ HTML Headings
- ✓ HTML Paragraphs
- ✓ HTML Formatting
- ✓ HTML Fonts
- ✓ HTML Styles
- ✓ HTML Links
- ✓ HTML Images
- ✓ HTML Tables
- ✓ HTML Lists
- ✓ HTML Forms
- ✓ HTML Frames
- ✓ HTML Iframes
- ✓ HTML colours
- ✓ HTML Colornames

- ✓ HTML Colorvalues
- ✓ HTML Quick List
- ✓ HTML Layout
- ✓ HTML Doctypes
- ✓ HTML Head
- ✓ HTML Meta
- ✓ HTML Scripts
- ✓ HTML Entities
- ✓ HTML URLs
- ✓ HTML URL Encode
- ✓ HTML Media
- ✓ HTML Audio
- ✓ HTML Object
- ✓ HTML Video
- ✓ HTML YouTube
- ✓ HTML Media Tags
- ✓ HTML Summary
- ✓ HTML5
- ✓ HTML5 Introduction
- ✓ HTML5 New Elements
- ✓ HTML5 Video
- ✓ HTML5 Video/DOM
- ✓ HTML5 Audio
- ✓ HTML5 Drag and Drop
- ✓ HTML5 Canvas
- ✓ HTML5 SVG
- ✓ HTML5 Canvas vs. SVG
- ✓ HTML5 Geolocation
- ✓ HTML5 Web Storage
- ✓ HTML5 App Cache
- ✓ HTML5 Web Workers
- ✓ HTML5 SSE
- ✓ HTML5 Tags

CANVA

- ✓ Creating and Managing Your Account
- ✓ Navigating the Canva Dashboard
- ✓ Using Templates Effectively
- ✓ Working with the Design Canvas
- ✓ Shapes, Lines, and Icons
- ✓ Photos and Grids
- ✓ Using Frames and Charts

- ✓ Adding and Editing Text
- ✓ Font Pairing and Hierarchy
- ✓ Text Effects and Styles
- ✓ Uploading and Editing Photos
- ✓ Using Canva's Image Library
- ✓ Embedding Videos and Audio
- ✓ Using Alignment and Spacing
- ✓ Layering and Grouping Elements
- ✓ Applying Consistent Design Styles
- ✓ Creating a Brand Kit
- ✓ Using Brand Colors and Fonts
- ✓ Designing Brand Templates
- ✓ Background Remover
- ✓ Magic Resize
- ✓ Animation and Motion Effects
- ✓ Social Media Graphics
- ✓ Presentations and Slideshows
- ✓ Posters, Flyers, and Business Cards
- ✓ Sharing Designs and Folders
- ✓ Team Collaboration Features
- ✓ Exporting and Downloading Designs
- ✓ Content Planning and Scheduling
- ✓ Creating Marketing Materials
- ✓ Using Canva Docs and Whiteboards
- ✓ Design Do's and Don'ts
- ✓ Time-Saving Shortcuts
- ✓ Creative Inspiration and Resources

WORD PRESS

- Overview
  - ✓ Introduction of different Web Technology
  - ✓ What is WordPress
  - ✓ How WordPress Works
  - ✓ Summary

- Setting up and Installing WordPress
  - ✓ Installation of server
  - ✓ Installation of WordPress
  - ✓ Installation of MY SQL
  - ✓ Summary

- WordPress Introduction

- ✓ Introduction to Blogging
- ✓ First Steps With WordPress
- ✓ WordPress Semantics - Learning the Jargon
- ✓ New To WordPress - Where to Start
- ✓ Using Images
- ✓ Wrapping Text Around Images
- ✓ Comments in WordPress
- ✓ Finding WordPress Help
- ✓ Post Formats
- ✓ Linking to Posts, Pages, and Categories
- ✓ Using Smilies
- ✓ Links Manager
- ✓ WordPress Feeds
- ✓ Customizing Feeds
- ✓ How to Use Gravatars in WordPress
- ✓ Writing Code in Your Posts
- ✓ Using Password Protection

- Designing
  - ✓ Developing a Colour Scheme
  - ✓ Designing Headers
  - ✓ CSS Horizontal Menus
  - ✓ Dynamic Menu Highlighting
  - ✓ Good Navigation Links
  - ✓ Next and Previous Links
  - ✓ Styling for Print
  - ✓ Designing Your Post Meta Data Section
  - ✓ Separating Categories in your Post Meta Data Section
  - ✓ Customizing the Read More
  - ✓ Formatting Date and Time
  - ✓ Styling Lists with CSS
  - ✓ Designing Headings
  - ✓ Playing With Fonts
  - ✓ Using Images
  - ✓ Fun Character Entities
  - ✓ Comprehensive list of design articles
  - ✓ Adding a Favicon

- Theme Development
  - ✓ WordPress CSS Information and Techniques
  - ✓ Finding Your CSS Styles
  - ✓ Creating Individual Pages
  - ✓ Uploading Files

- ✓ I Make Changes and Nothing Happens
- ✓ WordPress Blog Design and Layout
- ✓ Using WordPress Themes
- ✓ HTML to XHTML
- ✓ Custom Post Types
- ✓ Stepping Into Templates
- ✓ Stepping Into Template Tags
- ✓ Template Hierarchy
- ✓ The WordPress Loop
- ✓ The Loop in Action
- ✓ Anatomy of a Template Tag
- ✓ Theme Functions File Explained

- Website Development
  - ✓ Validating a Website
  - ✓ Know Your Sources
  - ✓ WordPress Housekeeping
  - ✓ WordPress Site Maintenance
  - ✓ Finding Server Info

  - ✓ HTML to XHTML
  - ✓ Migrating Multiple Blogs into WordPress 3.0 Multisite
  - ✓ Meta Tags in WordPress
  - ✓ Search Engine Optimization for WordPress
  - ✓ Accessibility

- FTP Management
  - ✓ Understanding FTP
  - ✓ Setting up FTP Server (Live)
  - ✓ Uploading and downloading FTP contents
  - ✓ Summary

- Sending Emails
  - ✓ Designing email panel
  - ✓ How to send an email to various users?
  - ✓ Sending auto emails
  - ✓ Summary

- Deployment
  - ✓ Deploying application on Web Server
  - ✓ Implement Word Press Site
  - ✓ Troubleshooting the project application after implementation

- ✓ Summary

MODULE 2

SOCIAL MEDIA MARKETING

- ✓ What is Social Media Marketing?
- ✓ Overview of Major Platforms
- ✓ Building a Strategy
- ✓ Content Creation
- ✓ Organic vs. Paid Marketing
- ✓ Social Media Advertising
- ✓ Engagement & Community Building
- ✓ Analytics & Measuring Success

INTRODUCTION TO DIGITAL MARKETING

- ✓ What is marketing?
- ✓ How we do 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
- ✓ Case studies of Digital campaigns

INTRODUCTION TO SMM

- ✓ What is Social Media?
- ✓ SMMVs. SMO
- ✓ Benefits of using SMM
- ✓ Social Media Statistics
- ✓ Why use Social Media Marketing
- ✓ Social Media Strategy
- ✓ Impact of Social Media on SEO

FACEBOOK MARKETING

- ✓ Facebook account setup
- ✓ Personal account properties
- ✓ Facebook marketing strategy
- ✓ Competition analysis
- ✓ Facebook business page setup

- ✓ Types of Business pages
- ✓ Cover photo designing
- ✓ Increase the Likes to page
- ✓ Page management options
- ✓ Types of Posts and Statistics
- ✓ Dimensions in Posts
- ✓ Creating a post strategy
- ✓ Examples of Creative Posts
- ✓ User engagement metrics
- ✓ Facebook Insights
- ✓ Facebook Groups
- ✓ Facebook Apps creation
- ✓ Integration FB in Site
- ✓ Facebook Advertising
- ✓ What is Facebook Advertising Types of Promotions?
- ✓ Audience Targeting
- ✓ Advanced Audience Targeting Bidding Strategies
- ✓ Ad Formats
- ✓ Ad Dimensions and Rules Remarketing Strategy
- ✓ Conversion Tracking

WHATSAPP MARKETING

- ✓ What is WhatsApp marketing and why it works
- ✓ Difference between WhatsApp Business App and WhatsApp Business API
- ✓ Compliance & legal considerations (e.g., GDPR, opt-in rules)
- ✓ Creating a professional WhatsApp Business profile
- ✓ Using catalog, quick replies, and automated greetings
- ✓ Choosing between broadcast lists and groups
- ✓ Crafting engaging text messages
- ✓ Using images, videos, voice notes, and documents effectively
- ✓ Personalization techniques for higher engagement
- ✓ Ethical ways to collect WhatsApp contacts
- ✓ Lead generation through social media, websites, and offline events
- ✓ Using QR codes and short links to encourage sign-ups
- ✓ Two-way communication and customer support
- ✓ Exclusive offers, loyalty programs, and VIP groups
- ✓ Building trust and avoiding spammy behavior
- ✓ Using chatbots for FAQs and lead nurturing
- ✓ Integrating WhatsApp with CRM systems
- ✓ Scheduling and workflow automation tools
- ✓ Types of WhatsApp marketing campaigns (promotional, informational, transactional)
- ✓ Message frequency and timing best practices
- ✓ Seasonal and event-based campaign ideas
- ✓ Key metrics (open rates, response rates, conversion rates)

- ✓ A/B testing messages for better results
- ✓ Using analytics to refine campaigns
- ✓ Avoiding spam and account bans
- ✓ Managing large contact lists
- ✓ Handling customer complaints effectively
- ✓ AI-driven personalization
- ✓ WhatsApp payments and commerce features
- ✓ Multi-agent customer service on WhatsApp

YOUTUBE MARKETING

- ✓ What is Video Marketing
- ✓ Statistics of Video Marketing
- ✓ Creating Channel in YouTube
- ✓ Customizing the YouTube Channel
- ✓ Create video marketing strategy
- ✓ Viral video examples
- ✓ Upload the first video
- ✓ How to optimize the video?
- ✓ Custom settings in videos
- ✓ YouTube Engagement Metrics
- ✓ Increasing Subscribers Annotations and Cards
- ✓ How to use Playlists
- ✓ Understanding copyrights and spam
- ✓ YouTube Studio
- ✓ YouTube Analytics

VIDEO MARKETING

- ✓ What video marketing is and why it works
- ✓ Types of video content (explainer, testimonial, product demo, live stream)
- ✓ Platforms for video marketing (YouTube, Instagram, TikTok, LinkedIn)
- ✓ Defining goals and target audience
- ✓ Creating a content calendar
- ✓ Storyboarding and scripting
- ✓ Equipment and lighting essentials
- ✓ Filming techniques and framing
- ✓ Audio quality and background setup
- ✓ Editing tools and software
- ✓ Adding captions, graphics, and music
- ✓ Optimizing for different platforms
- ✓ Writing effective titles, descriptions, and tags
- ✓ Thumbnail design and click-through optimization
- ✓ Cross-platform promotion

- ✓ Calls-to-action in videos
- ✓ Encouraging comments, shares, and likes
- ✓ Using video for lead generation and sales
- ✓ Tracking views, watch time, and engagement
- ✓ A/B testing different versions
- ✓ Refining strategy based on data
- ✓ Short-form vs long-form video trends
- ✓ Live video and interactive content
- ✓ AI-generated and personalized video marketing

INSTAGRAM MARKETING

- ✓ What is Instagram
- ✓ Instagram statistics
- ✓ How Brands use Instagram
- ✓ Creating Instagram Account
- ✓ Tour of Instagram App
- ✓ Content strategy and Tips
- ✓ Picture Dimensions
- ✓ Filters in Instagram
- ✓ Using Hashtags
- ✓ Popular Brands on Instagram
- ✓ Advertising options in Instagram

X MARKETING

- ✓ What is X?
- ✓ Benefits of X
- ✓ How brands use X
- ✓ Profile creation and management
- ✓ Customizing the profile
- ✓ Types of Tweets and Statistics
- ✓ Content strategy for X
- ✓ Post your First Tweet Analysis of Big Brands
- ✓ X Contests
- ✓ What is Hashtag?
- ✓ #Hashtags and its uses.
- ✓ Tools for X marketing
- ✓ X Analytics
- ✓ X Advertising Types of Campaigns
- ✓ Audience Targeting
- ✓ Bidding Strategies Reporting

PINTEREST MARKETING

- ✓ What is Pinterest?

- ✓ How brands use Pinterest
- ✓ Creating a Pinterest Account
- ✓ Customizing the Profile
- ✓ Pinterest Strategy Boards in Pinterest Pins and Links
- ✓ Generating Engagements
- ✓ Using Info Graphics
- ✓ Integrating Pinterest in Site
- ✓ Engagement Metrics for Pins Pinterest Analytics

LINKEDIN MARKETING

- ✓ What is LinkedIn?
- ✓ Benefits of LinkedIn Network
- ✓ Create a LinkedIn profile
- ✓ Optimizing the profile
- ✓ Skills and Endorsements
- ✓ Recommendations in LinkedIn
- ✓ Creating new connections
- ✓ Posting content in profile
- ✓ LinkedIn Groups
- ✓ Finding Jobs in LinkedIn
- ✓ Creating company page
- ✓ Customization of page Posting in LinkedIn Page
- ✓ Advertising LinkedIn

MODULE 3

MOBILE MARKETING

- ✓ Growth in Mobile Industry
- ✓ Benefits of Mobile Marketing
- ✓ Mobile Marketing Goals
- ✓ Creating a Mobile Website
- ✓ App Creation Strategy
- ✓ Mobile Search Ads
- ✓ Mobile Call Only Campaigns

CONTENT MARKETING

- ✓ What content marketing is and its importance
- ✓ Defining target audience and buyer personas
- ✓ Setting content marketing goals and KPIs
- ✓ Content strategy planning and editorial calendars

- ✓ Types of content (blogs, videos, infographics, podcasts, eBooks)
- ✓ Storytelling techniques for brand building
- ✓ Creating SEO-optimized content
- ✓ Repurposing content across multiple channels
- ✓ Content distribution strategies (owned, earned, paid media)
- ✓ Using social media for content amplification
- ✓ Influencer collaborations in content marketing
- ✓ Email newsletters as part of content strategy
- ✓ Measuring content performance with analytics
- ✓ Content audits and updating old content
- ✓ Personalization in content marketing
- ✓ User-generated content and community building
- ✓ Visual content creation and design principles
- ✓ Writing compelling headlines and hooks
- ✓ Long-form vs short-form content strategy
- ✓ Emerging trends in content marketing (AI, interactive content)

EMAIL MARKETING

- ✓ What is Email Marketing?
- ✓ Importance of Email Marketing
- ✓ Popular Email Marketing Software's
- ✓ Email Marketing Goals
- ✓ introduction to Mail Chimp
- ✓ Mail Chimp pricing structure
- ✓ Account setup and settings
- ✓ Email marketing strategy
- ✓ Creating a Subscriber List
- ✓ Integration of Forms in Site
- ✓ Import subscribers in list
- ✓ Types of Email marketing campaigns
- ✓ Creating an Email Campaign
- ✓ What is Newsletter Design a Newsletter?
- ✓ Reports
- ✓ Marketing Automation

INTRODUCTION TO SEO

- ✓ How the Search Engine Works?
- ✓ Introduction to Keyword Research
- ✓ Analyzing Search Engines