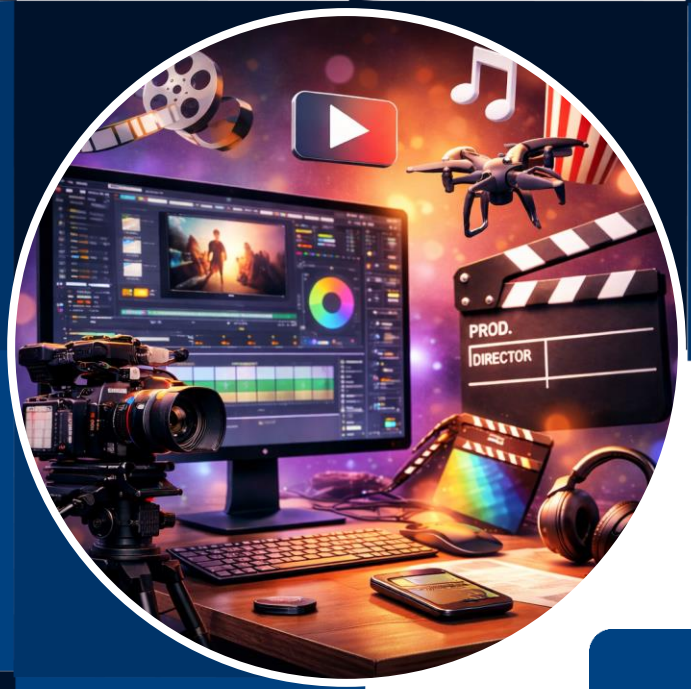


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PROFESSIONAL DIPLOMA IN DIGITAL MARKETING - PDDM

syllabus

PROFESSIONAL DIPLOMA IN DIGITAL MARKETING - PDDM

DURATION: 9 MONTH/324 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:	PROFESSIONAL DIPLOMA IN DIGITAL MARKETING	DURATION:	9 M/324 H
MODULE	TOPICS	DURATION	TOTAL
Module - I	Adobe Photoshop	15 D/18 H	3 M/108 H
	Adobe Illustrator	15 D/18 H	
	HTML	15 D/18 H	
	Canva	15 D/18 H	
	WordPress	15 D/18 H	
	Hosting Domain	15 D/18 H	
Module - II	Introduction to Digital Marketing	7 D/9 H	3 M/108 H
	Introduction to SMM	7 D/9 H	
	Facebook Marketing	7 D/9 H	
	Facebook Ads	7 D/9 H	
	WhatsApp Marketing	7 D/8 H	
	YouTube Marketing	7 D/8 H	
	Video Marketing	7 D/8 H	
	Instagram Marketing	7 D/8 H	
	X Marketing	7 D/8 H	
	Pinterest Marketing	7 D/8 H	
	LinkedIn Marketing	7 D/8 H	
	Google My Business	7 D/8 H	
	AI in Digital Marketing	6 D/8 H	
Module - III	Mobile Marketing	10 D/12 H	1 M/36 H
	Content Marketing	10 D/12 H	
	Email Marketing	10 D/12 H	
Module - IV	Introduction to Search Engine Optimization	5 D/6H	2 M/72 H
	Onpage Optimization	5 D/6H	
	Offpage Optimization	5 D/6H	
	Keyword Research and Competition	5 D/6H	
	Google Analytics	5 D/6H	
	Google Tag Manager	5 D/6H	

	Google Ads	5 D/6H	
	Introduction to PPC Marketing	5 D/6H	
	Affiliate Marketing	5 D/6H	
	Conversion Rate Optimization (CRO)	5 D/6H	
	Outbound and Inbound SMS Campaigns – SMS Marketing	5 D/6H	
	Blogging, Vlogging, Funnels	5 D/6H	

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

Hosting domain

- **Introduction to Domains and Hosting**
  - ✓ What Is a Domain Name?
  - ✓ What Is Web Hosting?
  - ✓ How Domains and Hosting Work Together

- **Understanding Domain Names**
  - ✓ Types of Domain Extensions (.com, .net, .org, etc.)
  - ✓ Choosing the Right Domain Name
  - ✓ Domain Name Structure and DNS Basics

- **Domain Registration**
  - ✓ How to Register a Domain
  - ✓ Domain Registrars vs. Web Hosts
  - ✓ WHOIS and Domain Privacy

- **Web Hosting Fundamentals**
  - ✓ Types of Web Hosting (Shared, VPS, Dedicated, Cloud)
  - ✓ How to Choose a Hosting Plan
  - ✓ Hosting Features to Consider (Storage, Bandwidth, Support)
  - ✓ **5. Setting Up Your Website**
  - ✓ Connecting a Domain to a Host
  - ✓ Managing DNS Records
  - ✓ Using cPanel or Hosting Dashboards

- **Email and Domains**
  - ✓ Creating Domain-Based Email Addresses
  - ✓ Email Hosting vs. Web Hosting
  - ✓ Email Forwarding and MX Records

- **Security and Maintenance**
  - ✓ SSL Certificates and HTTPS
  - ✓ Domain Locking and Transfer Protection
  - ✓ Website Backups and Updates

- **Advanced Hosting Concepts**
  - ✓ Nameservers and Propagation
  - ✓ CDN Integration (Cloudflare, etc.)
  - ✓ Subdomains and Addon Domains
  - ✓ **9. Managing and Renewing Domains**
  - ✓ Domain Expiration and Renewal

- ✓ Transferring Domains Between Registrars
- ✓ Auto-Renewal and Grace Periods

- **Troubleshooting and Support**
  - ✓ Common DNS Issues
  - ✓ Site Downtime Causes
  - ✓ When to Contact Hosting Support

MODULE 2

social Media Marketing

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

Facebook ads

- ✓ What Are Facebook Ads
- ✓ Ads vs. Boosted Posts
- ✓ Benefits of Facebook Advertising
- ✓ Business Manager Setup
- ✓ Ad Account and Billing
- ✓ User Roles and Permissions
- ✓ Campaigns, Ad Sets, Ads
- ✓ Objectives Overview
- ✓ Budget & Schedule
- ✓ Core Audiences
- ✓ Custom Audiences
- ✓ Lookalike Audiences
- ✓ Formats: Image, Video, Carousel
- ✓ Writing Ad Copy
- ✓ Creative Best Practices
- ✓ Installing Facebook Pixel
- ✓ Conversion Tracking
- ✓ Standard Events
- ✓ A/B Testing
- ✓ Key Metrics (CTR, CPA, ROAS)
- ✓ Scaling Ads
- ✓ Using Ads Manager
- ✓ Analyzing Performance
- ✓ Custom Reports
- ✓ Ad Disapprovals
- ✓ Targeting Mistakes
- ✓ Budget Issues
- ✓ Retargeting
- ✓ Funnel Strategy
- ✓ Staying Updated

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

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

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

google my business

- ✓ What Google My Business is and its benefits for local marketing
- ✓ Creating and verifying a GMB profile
- ✓ Optimizing business name, category, and description
- ✓ Adding and managing photos, videos, and logos
- ✓ Keeping business hours, location, and contact details up to date
- ✓ Using posts for updates, offers, and events
- ✓ Collecting and responding to customer reviews
- ✓ Using Q&A to address customer queries
- ✓ Leveraging messaging for direct customer communication
- ✓ Tracking insights like views, searches, and customer actions
- ✓ Adding products and services to your listing
- ✓ Managing multiple locations efficiently
- ✓ Integrating GMB with your website and social media
- ✓ Using keywords strategically in your GMB profile
- ✓ Handling duplicate or incorrect listings
- ✓ Encouraging positive reviews and building credibility
- ✓ Monitoring competitor GMB profiles for ideas
- ✓ Using GMB for seasonal promotions and local events
- ✓ Understanding GMB's role in local SEO rankings
- ✓ Staying updated with new GMB features and tools

ai in digital marketing

- ✓ What AI is and its role in digital marketing
- ✓ AI-powered customer segmentation and targeting
- ✓ Predictive analytics for campaign performance
- ✓ AI-driven personalization of content and offers

- ✓ Chatbots and conversational AI for customer service
- ✓ Voice search optimization with AI tools
- ✓ Automated ad creation and bidding strategies
- ✓ AI for social media trend analysis
- ✓ Image and video recognition in marketing campaigns
- ✓ Sentiment analysis for brand monitoring
- ✓ AI-assisted content creation (text, images, videos)
- ✓ Email marketing automation with AI personalization
- ✓ Dynamic website content powered by AI
- ✓ Lead scoring and nurturing using AI algorithms
- ✓ AI-based recommendation engines for e-commerce
- ✓ Fraud detection in advertising campaigns
- ✓ Optimizing SEO with AI keyword and topic analysis
- ✓ AI-powered A/B testing and performance optimization
- ✓ Integrating AI into CRM systems
- ✓ Future trends and ethical considerations of AI in marketing

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

MODULE 4

SEO

Introduction to Search Engine Optimization

- ✓ How the search engine works?

- ✓ Components of Search Engines
- ✓ Google Algorithms
- ✓ Google Results Page
- ✓ Panda, Penguin, Hummingbird & Pigeon
- ✓ Latest Updates in Google
- ✓ Online Resources
- ✓ Latest Updates in Google
- ✓ Online Resources

OnPage Optimization

- ✓ Introduction to OnPage
- ✓ What Is Webmaster Tools
- ✓ Verification Process in GWMT
- ✓ Selection target Location
- ✓ OnPage Analysis Methodology
- ✓ Fundamental On-page Factors
- ✓ Website Speed
- ✓ Domain name in SEO
- ✓ URL Optimization
- ✓ Title Tag Optimization
- ✓ Meta Tags Optimization
- ✓ Content Optimization
- ✓ Sitemaps Generation
- ✓ Using Robot.txt In Site
- ✓ URL Redirecting Techniques
- ✓ canonical Links
- ✓ Rich Snippets

OffPage Optimization

- ✓ What is Link Building
- ✓ Types of Linking Methods
- ✓ DoFollow Vs. NoFollow
- ✓ Link building Guidelines
- ✓ Linking Building Methodology
- ✓ Links Analysis Tools
- ✓ Directory Submissions
- ✓ Local Business Directories
- ✓ Social Bookmarking
- ✓ Using Classifieds for Inbound traffic
- ✓ Question and Answers
- ✓ Slogging& Commenting

- ✓ Guest Slogging
- ✓ Press Releases
- ✓ Link Building Resources

Keyword Research and Competition

- ✓ Introduction to Keyword Research
- ✓ Types or Keywords
- ✓ Keyword Research Methodology
- ✓ Business Analysis & categorization
- ✓ Google Keyword Planner
- ✓ Market Research and Analysis
- ✓ New Keyword Ideas
- ✓ Competition Analysis
- ✓ Finalizing the Keywords List

Google Analytics

- ✓ What is Analytics?
- ✓ Importance of Analytics for Business
- ✓ Popular Analytics Software's
- ✓ Key Performance Metrics (KPI] in Analytics
- ✓ Visits and Users
- ✓ Time on Page / Site Bounce Rate
- ✓ Exit Rate
- ✓ Conversion Rate Engagement
- ✓ Introduction to Google Analytics
- ✓ Installing Analytics code in site
- ✓ Analytics account structure
- ✓ Interface tour of Google Analytics General Tools in Analytics
- ✓ Real time Reports
- ✓ Settings in Analytics

Google tag manager

- ✓ What Google Tag Manager is and why it’s useful
- ✓ Setting up a GTM account and container
- ✓ Installing the GTM code on a website
- ✓ Understanding tags, triggers, and variables
- ✓ Adding Google Analytics and other tracking tags
- ✓ Using preview and debug mode

- ✓ Publishing and managing tag versions

Google Ads

- ✓ What Google Ads is and how it works
- ✓ Setting up a Google Ads account
- ✓ Keyword research and match types
- ✓ Creating effective ad copy and extensions
- ✓ Structuring campaigns and ad groups
- ✓ Setting bids and budgets
- ✓ Tracking conversions and performance metrics

Introduction to PPC Marketing

- ✓ Overview of PPC Marketing Training
- ✓ What PPC Marketing is All About
- ✓ Why You Should Be Using PPC Marketing for Your Business
- ✓ Different Ad Networks & Automation Tools

Affiliate Marketing

- ✓ What is Affiliate Marketing?
- ✓ How Affiliate marketing works
- ✓ How to Find Affiliate Niche?
- ✓ Top Affiliate Marketing networks
- ✓ Affiliate marketing networks
- ✓ Affiliate marketing in E-commerce
- ✓ Apply for Affiliate Marketing network
- ✓ Understanding the dashboard
- ✓ Promoting the Affiliate products
- ✓ Methods of Promotions
- ✓ Reports and ROI
- ✓ Best resources tor affiliate marketing

Conversion Rate Optimization (CRO)

- ✓ Conversion Planning
- ✓ Creating Conversion Structure
- ✓ Web Analytics Analysis and Measurement
- ✓ Taking Action and Optimizing Product
- ✓ Conversion with PPC

- ✓ Increase conversation rate

OUTBOND and INBOUND SMS CAMPAIGNS - SMS MARKETING

- ✓ What is SMS Marketing?
- ✓ Why use SMS marketing
- ✓ Understanding the target audience
- ✓ Stages of SMS Marketing

Blogging, Vlogging, Funnels.

- ✓ What is Blogging, Vlogging and Funnels?
- ✓ Understanding the target audience
- ✓ Competitor analysis and Keyword Research
- ✓ Video Planning, creation and Strategy