Digital Marketing Course

1. Introduction to Digital Marketing

- What is Digital Marketing?
- Importance and growth of Digital Marketing
- Types of Digital Marketing channels
- Key components: SEO, SEM, Social Media, Email Marketing, etc.

2. Search Engine Optimization (SEO)

- Understanding search engines and ranking algorithms
- Keyword Research and Tools
- On-Page SEO: Meta tags, content optimization, URLs
- Off-Page SEO: Link building, guest posting, social signals
- Technical SEO: Site speed, mobile optimization, indexing
- SEO Analytics and Tools: Google Analytics, Search Console

3. Search Engine Marketing (SEM)

- Introduction to Google Ads and PPC campaigns
- Setting up Google Ads campaigns
- Google Ads keywords targeting
- Budgeting, bidding strategies, and ad quality score
- Campaign optimization and performance tracking

4. Social Media Marketing (SMM)

- Overview of Social Media Platforms (Facebook, Instagram, LinkedIn, etc.)
- Creating engaging content for social media
- Organic vs. Paid Social Media strategies
- Social Media Ads (Facebook Ads, Instagram Ads, LinkedIn Ads)
- Social Media Analytics

5. Content Marketing

- What is Content Marketing?
- Creating high-quality, engaging content
- Content strategy and planning
- Blogging, video marketing, and infographic creation
- Content Distribution strategies
- Measuring content performance

6. Email Marketing

- Email list building and segmentation
- Creating effective email campaigns
- Personalization and Automation in emails
- A/B Testing for emails
- Email marketing analytics and KPIs

7. Affiliate Marketing

- Introduction to Affiliate Marketing
- Finding and partnering with affiliates
- Setting up affiliate programs
- Tracking and optimizing affiliate campaigns

8. Influencer Marketing

- What is Influencer Marketing?
- Finding the right influencers
- Setting up influencer marketing campaigns
- Measuring ROI in influencer marketing

9. Online Reputation Management (ORM)

- Importance of online reputation
- Tools and strategies for ORM
- Monitoring online mentions and reviews
- Responding to negative feedback

10. Mobile Marketing

- Mobile App Marketing
- SMS Marketing strategies
- Mobile SEO
- Push Notifications and Geolocation Marketing

11. Video Marketing

- Importance of video marketing
- Platforms for video marketing (YouTube, Vimeo, TikTok)
- Video creation and editing tools
- Video SEO and analytics

12. Digital Marketing Analytics

- Introduction to Google Analytics
- Tracking and analyzing traffic, conversions, and ROI
- Setting up goals and events in Google Analytics
- Advanced Analytics: Segmentation, attribution models, and custom reports

13. Conversion Rate Optimization (CRO)

- What is Conversion Rate Optimization?
- Analyzing user behavior and heatmaps
- Optimizing landing pages for better conversions
- A/B Testing and Multivariate Testing

14. E-Commerce Marketing

- Setting up an e-commerce store (Shopify, WooCommerce)
- Product pages optimization for SEO and conversion
- E-commerce advertising (Google Shopping, Social Ads)
- Retargeting and Remarketing strategies

15. Digital Marketing Strategy

- Creating a Digital Marketing Plan
- Defining KPIs and setting goals

- Budgeting for Digital Marketing
- Integrating digital marketing channels for effective strategy

16. Trends in Digital Marketing

- Voice search optimization
- Artificial Intelligence in digital marketing
- Chatbots and automation
- Virtual Reality (VR) and Augmented Reality (AR)

17. Bonus: AI in Digital Marketing

- **What is AI in Digital Marketing?**
  - Introduction to AI and its role in marketing.
- **AI Tools for Marketing**
  - AI-powered tools for content creation (like GPT-based tools), email personalization, and chatbots.
- **Automation with AI**
  - Automating repetitive tasks like email campaigns, social media scheduling, and customer support using AI.
- **Personalization with AI**
  - How AI helps in delivering personalized content, product recommendations, and ads based on user behavior.
- **AI Analytics**
  - Using AI to analyze user data, predict trends, and improve decision-making in marketing.

18. Capstone Project

- Apply all the learnings to create a full Digital Marketing Strategy for a brand/business.

This bonus section introduces the powerful role AI plays in modern digital marketing, focusing on automation, personalization, and advanced analytics.