

PROGRAM CURRICULUM



Module 1 Introduction to Digital Marketing

- History
- Is Digital Marketing A Plan B?
- Is this a right time to learn it?
- Smart Digital Marketer

Module 2 Website planning and developing

- Define your niche
- Domain hosting
- Terminology
- Website designing
- WordPress (Themes, Plugins)
- Standard, Premium, E-commerce, Website

Module 3 Graphic design tools for digital marketer

- Graphic Designing
- Colors and meanings
- Brands and Colors
- Video Editor
- Explore tools - Canva
- SEO – An intro

Module 4 Search Engine Optimization

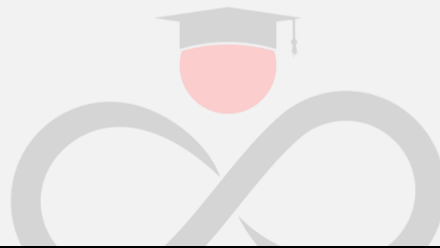
- Search engine
- Why SEO?
- ON page SEO
- OFF page SEO
- Technical SEO
- Tools for SEO

Module 5 Google ads and services

- Search ads
- Display ads
- Video ads
- Banner ads
- Google networks
- Google apps
- Shopping ads

Module 6 Facebook and Instagram marketing

- Brand building ads
- Reach ads
- Lead generation ads
- Messenger ads
- Conversion ads



Module 7 Blogging

- Content
- Story telling
- Being a solution provider
- Reviews writing
- Opinion sharing

Module 8 Social media marketing

- Social platforms
- Brand genuine
- Become an influencer
- Connecting direct to customers
- Handling competition
- Acquiring customers

Module 9 YouTube marketing

- Making a video ad
- Running a video ad
- YouTube ads for agencies
- Boost traffic
- Increasing customer base and reach

Module 10 Online reputation management

- Maintaining good value
- Be heard from customers
- Eagle eye on market
- Being kind and polite

Module 11 Freelancing

- Be your own boss
- Time is in your hands
- You select the customer
- Good and bad

* The program has been designed with the classroom experience including a minimum of 6 assessments. The scoresheet assures the grade that you earn against your performance.

