

DIGITAL MARKETING

Week 1: Introduction to Digital Marketing

- What is digital marketing?
- Traditional vs. digital marketing
- Key channels in digital marketing (SEO, SEM, Social Media, Email, Content, Influencer, Analytics)
- Customer journey & digital funnels
- Careers in digital marketing

Week 2: Website & Content Fundamentals

- Importance of websites in digital marketing
- Basics of domain, hosting, and CMS (WordPress overview)
- What is content marketing?
- Types of content: blogs, videos, infographics, social media posts
- Creating engaging & valuable content

Mini-project: Create a blog/article or social post

Week 3: Search Engine Optimization (SEO)

- How search engines work (crawling, indexing, ranking)
- On-page SEO (titles, meta tags, headings, keyword usage)
- Off-page SEO (backlinks, authority building)
- Technical SEO (sitemaps, mobile-friendliness, speed optimization)
- SEO tools (Google Search Console, SEMrush, Ahrefs, Ubersuggest)

Mini-project: Optimize a sample webpage for SEO

Week 4: Search Engine Marketing (SEM) & Paid Ads

- Difference between SEO & SEM
- Introduction to Google Ads (PPC campaigns)
- Ad formats: search ads, display ads, video ads
- Keyword research for ads
- Basics of campaign setup, targeting, and budgeting

Mini-project: Plan a simple Google Ads campaign

Week 5: Social Media Marketing (SMM)

- Overview of major platforms (Facebook, Instagram, X/Twitter, LinkedIn, TikTok)
- Creating effective social media strategies
- Content planning & scheduling
- Paid ads on social platforms (Facebook Ads basics)
- Engagement tactics (hashtags, stories, reels, polls)

Mini-project: Design a 1-week social media content calendar

Week 6: Email Marketing

- Importance of email marketing
- Building an email list ethically
- Writing effective subject lines & email copy
- Personalization & segmentation
- Tools for email marketing (Mailchimp, ConvertKit, Brevo)

Mini-project: Create an email campaign for a product launch

Week 7: Analytics & Measuring Success

- Why analytics matter in digital marketing
- Introduction to Google Analytics 4 (GA4)
- Key metrics: impressions, CTR, conversion rate, bounce rate, ROI
- Tracking goals & events
- Using analytics for decision-making

Mini-project: Analyze a sample campaign report

Week 8: Digital Marketing Strategy & Final Project

- Building a complete digital marketing strategy
- Integrating SEO, SEM, SMM, and Email Marketing
- Emerging trends (AI in marketing, influencer marketing, voice search)
- Career paths & certifications in digital marketing (Google, Meta, HubSpot)

Final Project: Develop a full digital marketing plan for a business/product