

# Full Digital Marketing Course Outline

**Duration:** 50–60 Hours

**Level:** Beginner to Advanced

**Delivery Mode:** Online / Offline

**Target Audience:** Aspiring digital marketers, entrepreneurs, business owners, marketing professionals

**Prerequisites:** Basic understanding of internet usage, social media, and marketing concepts

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## Module 1: Introduction to Digital Marketing

- What is Digital Marketing?
  - Importance and Benefits of Digital Marketing
  - Traditional vs. Digital Marketing
  - Digital Marketing Channels and Strategies
  - Understanding Customer Behavior in the Digital World
  - Overview of the Digital Marketing Ecosystem
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## Module 2: Website Planning and Development

- Importance of a Website in Digital Marketing
  - Basics of Web Design and Development
  - Optimizing Websites for User Experience (UX)
  - Website Structure and Navigation for SEO
  - Mobile-Friendly Websites and Responsive Design
  - Introduction to Content Management Systems (CMS) like WordPress
  - Tools for Website Creation: WordPress, Wix, Shopify
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## Module 3: Search Engine Optimization (SEO)

- What is SEO and Why is it Important?
- SEO vs. SEM (Search Engine Marketing)
- On-Page SEO Techniques: Title Tags, Meta Descriptions, Headers
- Keyword Research and Analysis: Tools and Techniques
- Understanding Search Engine Algorithms (Google Panda, Penguin, etc.)
- Content Optimization for SEO
- Link Building Strategies
- Local SEO: Optimizing for Local Search Results

- Mobile SEO: Optimizing for Mobile Search
  - SEO Tools: Google Analytics, Google Search Console, Ahrefs, SEMrush
  - SEO Audits and Reporting
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## **Module 4: Content Marketing**

- The Role of Content in Digital Marketing
  - Creating a Content Strategy
  - Types of Content: Blogs, Articles, Infographics, Videos, etc.
  - Writing SEO-Friendly Content
  - Content Distribution Channels: Social Media, Email, Websites
  - Content Promotion and Link Building
  - Measuring Content Performance
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## **Module 5: Social Media Marketing (SMM)**

- Introduction to Social Media Marketing
  - Overview of Major Social Media Platforms: Facebook, Instagram, LinkedIn, Twitter, YouTube
  - Creating a Social Media Strategy
  - Social Media Advertising: Facebook Ads, Instagram Ads, LinkedIn Ads
  - Organic vs. Paid Social Media Marketing
  - Social Media Content Calendar and Management Tools
  - Social Media Analytics: Measuring Engagement, Reach, and Conversion
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## **Module 6: Paid Advertising (PPC)**

- Introduction to Paid Advertising
  - Google Ads (AdWords): Search Ads, Display Ads, and Video Ads
  - Setting Up PPC Campaigns on Google Ads
  - Keyword Bidding and Ad Auction
  - Creating Effective Ad Copy
  - Google Analytics for PPC Campaigns
  - Facebook Ads: Audience Targeting, Campaign Setup, and Optimization
  - Retargeting and Remarketing Strategies
  - Measuring ROI and Conversion in Paid Ads
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## **Module 7: Email Marketing**

- Introduction to Email Marketing
  - Building and Growing an Email List
  - Creating Engaging Email Campaigns
  - Segmenting Email Lists for Better Targeting
  - A/B Testing for Email Campaigns
  - Email Automation: Drip Campaigns, Welcome Emails
  - Measuring Email Campaign Success: Open Rates, Click Rates, Conversions
  - Tools for Email Marketing: MailChimp, SendGrid, Constant Contact
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## **Module 8: Affiliate Marketing**

- Introduction to Affiliate Marketing
  - How Affiliate Marketing Works
  - Finding and Partnering with Affiliates
  - Setting Up an Affiliate Marketing Program
  - Creating Affiliate Marketing Content
  - Tracking Affiliate Sales and Conversions
  - Legal Considerations and Affiliate Marketing Policies
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## **Module 9: Influencer Marketing**

- Introduction to Influencer Marketing
  - Types of Influencers: Micro, Macro, Mega
  - Identifying and Partnering with Influencers
  - Measuring the Impact of Influencer Campaigns
  - Influencer Platforms: Instagram, YouTube, TikTok, Twitter
  - Best Practices for Influencer Campaigns
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## **Module 10: Mobile Marketing**

- Introduction to Mobile Marketing
- Optimizing Websites and Emails for Mobile Devices
- SMS Marketing and Push Notifications
- Mobile App Marketing
- Location-Based Marketing and Geo-Targeting
- Mobile Advertising: Google Ads, Facebook Ads for Mobile

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## **Module 11: Analytics and Conversion Rate Optimization (CRO)**

- Introduction to Digital Marketing Analytics
- Google Analytics: Understanding Metrics and Reporting
- Tracking Conversions and Setting Up Goals in Google Analytics
- Introduction to A/B Testing and CRO
- Improving Website and Campaign Conversion Rates
- Heatmaps and User Behavior Analysis Tools

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## **Module 12: Digital Marketing Strategy and Campaign Management**

- Creating a Digital Marketing Strategy
- Defining Campaign Objectives and KPIs
- Budgeting for Digital Marketing Campaigns
- Integrating Multiple Channels in a Digital Marketing Campaign
- Campaign Launch and Monitoring
- Analyzing Campaign Performance and Making Adjustments
- Best Practices for Managing Long-Term Digital Marketing Campaigns

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## **Module 13: Advanced Topics in Digital Marketing**

- Artificial Intelligence (AI) and Machine Learning in Digital Marketing
- Chatbots and Customer Interaction Automation
- Voice Search Optimization and Digital Assistants
- Video Marketing: YouTube Ads and Live Streaming
- Webinars and Virtual Events for Marketing
- Blockchain and its Impact on Digital Marketing

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## **Module 14: Career Preparation and Final Project**

- Building a Digital Marketing Portfolio
- Preparing for Digital Marketing Certifications (Google, HubSpot, etc.)
- Job Interview Preparation and Career Tips

- Final Project: Create and Launch a Digital Marketing Campaign
- Review and Feedback