Digital Marketing

WELCOME TO

DIGITAL MARKETING

Start Your Digital Learning

Digital Marketing

Digital Marketing Course Modules

1. **Introduction of Digital Marketing**
2. **WordPress Website Designing**
3. **Search Engine Optimization (SEO)**
4. **Google Ads (PPC)**
5. **Facebook Marketing & (Ads)**
6. **Email Marketing & Automation**
7. **Content Marketing & Blogging**
8. **Affiliate Marketing & Monetization**
9. **E-commerce Marketing**
10. **Google Analytics & Reporting**

Introduction of Digital Marketing

- What is Digital Marketing?
- Key Components of Digital Marketing
- Traditional Marketing vs. Digital Marketing
- Digital Marketing Channels Overview
- The Buyer's Journey in Digital Marketing
- Career Opportunities in Digital Marketing
- Key Skills for Digital Marketers
- Emerging Trends in Digital Marketing

Digital Marketing

WordPress Website Designing

Domain Setup

- What is Domain Name
- Types of Domain Name
- How to Buy a Domain Name
- How to Select Best Domain Name for your Business

Hosting Setup

- What is a Hosting
- How Many Types of Hosting servers?
- How to Buy a Hosting Server
- Setting Up web hosting
- what is SSL certificate?
- How to Live Websites on a Server

WordPress Website Designing

- What is WordPress?
- Setting Up WordPress on web hosting
- WordPress Themes
- Creating and Managing Content
- WordPress Plugins
- WordPress Widgets and Menus

Content Marketing & Blogging

- Introduction to Content Writing & Marketing
- Understanding Content Writing Fundamentals
- Audience Research and Targeting
- SEO Writing Techniques
- Creating Compelling Headlines & CTAs
- Types of Content (Blogs, Articles, Social Media, etc.)
- Content Strategy and Planning
- Content Promotion and Distribution
- Social Media Content Writing
- Email Marketing and Writing for Emails
- Content Marketing for Lead Generation
- Content Analytics and Performance Tracking
- Storytelling in Content Writing
- Copywriting for Sales and Marketing
- Content Writing Tools and Platforms
- Ethics and Legal Aspects of Content Writing

Digital Marketing

Search Engine Optimization (SEO)

- What is SEO?
- Types of SEO: On-page, off-page, and technical SEO
- ON Page SEO
- OFF Page SEO
- Link Building Strategies
- Technical SEO
- Local SEO (Google my Business GMB)
- SEO for Ecommerce Website
- SEO for Mobile and Voice Search
- Future of SEO
- Keyword research (Ahrefs, Ubersuggest)
- Backlink strategies

Digital Marketing

Google Ads (PPC)

- Introduction to Google Ads
- Setting Up a Google Ads Account
- Google Ads Campaign Types
- Search Campaigns: Text Ads and Keyword Targeting
- Display Campaigns: Banner Ads and Image Targeting
- Video Campaigns: YouTube Ads and Video Targeting
- Shopping Campaigns: Product Listing Ads (PLAs)
- Smart Campaigns: Automated Ads and Targeting
- Keyword Research and Targeting
- Search, Display, and YouTube Ads
- Ad budgeting & conversion setup
- ROI tracking & remarketing
- Optimizing Google Ads Campaigns
- Tracking and Analytics

- Advanced Google Ads Features
- Campaign Optimization Techniques
- Google Ads Reporting and Analysis
- Google Ads for Mobile Advertising
- Google Ads Policy and Compliance

Digital Marketing

Facebook Marketing & (Ads)

- Facebook Business Page Creation
- Facebook Instagram WhatsApp Interlinking
- Facebook Meta Business Suite Setup
- Facebook Post Scheduling
- Facebook Business Manager
- Facebook Ads Account Creation
- Facebook Ads Campaign
- Leads Management

Email Marketing & Automation

- Introduction to Email Marketing
- Email Marketing Platforms and Tools
- Building an Email List
- Email Design and Content
- Types of Email Campaigns
- Email Automation
- AI in Email Marketing
- AI for Paid Advertising Campaigns
- AI Chatbots for Customer Support and Lead Generation
- AI for Video Marketing
- AI for Marketing Automation
- Emerging AI Tools and Trends in Digital Marketing

e-Commerce Website in WordPress

- Introduction to E-commerce Websites
- Choosing the Right Hosting and Domain for E-commerce
- Introduction to WooCommerce
- Setting Up Your Online Store
- Adding Products to Your E commerce Website
- Customizing Your E-commerce Store Design
- Setting Up the Shopping Cart and Checkout Process

- Managing Inventory and Stock
- E-commerce Security and Payment Gateway Configuration
- SEO for WooCommerce Websites
- Managing Orders, Customers, and Shipping
- Integrating Marketing Tools with WooCommerce
- Running and Maintaining an E commerce Website

Digital Marketing

E-Commerce Marketing

- What is Ecommerce Marketing?
- Types of Ecommerce Models
- Importance of Ecommerce Marketing
- Components of a Successful Ecommerce Marketing Strategy
- Ecommerce Marketing vs Digital Marketing
- Trends and Future of Ecommerce Marketing
- Selling on Shopify, Amazon, Flipkart
- Product page SEO
- Ad strategy for conversions

Digital Marketing

Affiliate Marketing & Monetization

- Introduction to Affiliate Marketing
- Types of Affiliate Marketing
- Affiliate Marketing Models
- Finding and Joining Affiliate Programs
- Niche Selection for Affiliate Marketing
- Creating an Affiliate Marketing Website
- Content Creation for Affiliate Marketing
- SEO for Affiliate Marketing
- Social Media Strategies for Affiliate Marketing
- Email Marketing for Affiliate Marketing
- Using Paid Advertising for Affiliate Marketing
- Tracking and Analytics in Affiliate Marketing
- Case Studies and Success Stories
- Future Trends in Affiliate Marketing

Digital Marketing

WhatsApp Marketing

- Introduction to WhatsApp Marketing
- Setting Up WhatsApp Business
- Building a WhatsApp Audience
- Content Creation for WhatsApp Marketing
- Broadcasts and Groups
- WhatsApp Automation
- Promotional Campaigns on WhatsApp
- WhatsApp Ads
- Compliance and Guidelines
- Promote products/services
- Nurture leads through conversations
- Send automated alerts and offers
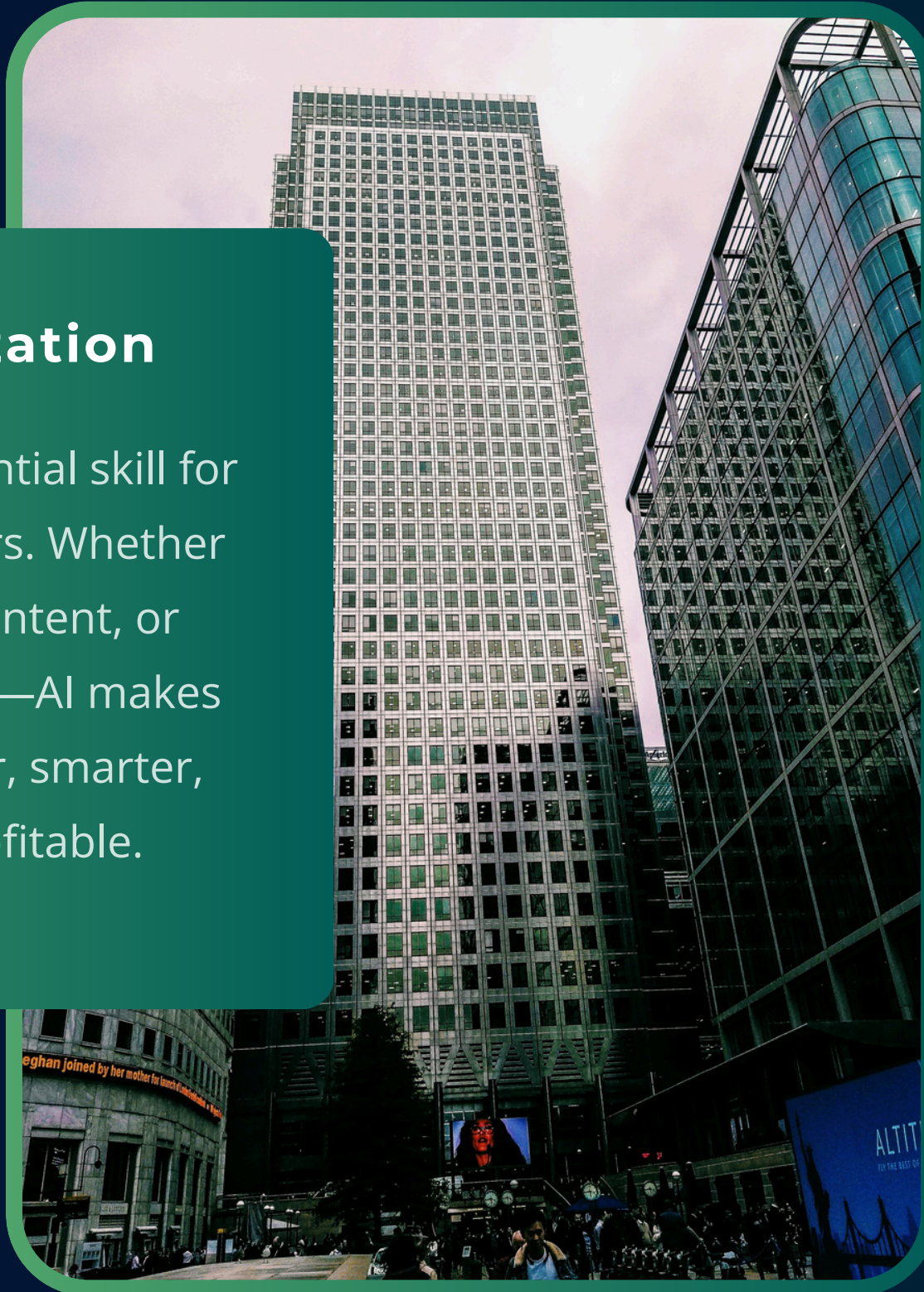- Run drip campaigns
- Provide instant customer support

WhatsApp CRM Automation

- Centralize all WhatsApp conversations
- Assign chats to different team members
- Automate follow-ups and reminders
- Tag & segment customers for campaigns
- Integrate with other tools like Google Sheets, Zapier, or HubSpot
- Auto-reply Bots – Engage 24/7 with leads and customers
- Lead Tagging – Segment contacts for targeted campaigns
- Multi-Agent Inbox – Manage large volumes with team collaboration
- Broadcast Campaigns – Send messages to thousands with one-click automation
- Analytics Dashboard – Measure campaign effectiveness and performance

The Role Of AI In Digital Marketing

Personalization

AI is the new essential skill for modern marketers. Whether it's SEO, ads, content, or customer service—AI makes everything faster, smarter, and more profitable.

- Introduction to AI and Its Role in Digital Marketing
- Overview of AI Tools for Digital Marketing
- AI for Content Creation
- AI in Social Media Marketing
- AI for SEO Optimization