Digital Marketing Training

Duration – 40 Hours (Estimated)

Chapter 1 Introduction to Digital Marketing

- What is Digital Marketing?
- Why Digital Marketing?
- Traditional Marketing VS Digital Marketing
- Current Digital Marketing Trends

Chapter 2 Digital Marketing Components

- Website and Responsive Website
- Blog
- Website Content
- Blog Content
- How Search Engine(Google) Works
- SEO
- SEO Ranking Factor
- Paid Campaign
- Social Media Marketing
- Facebook/Twitter/Google Plus/LinkedIn/YouTube
- Content Marketing
- Email Marketing
- Whatsapp/SMS Marketing
- CRM and Digital Marketing
- Inbound Marketing
- Online Lead Generation
- Google Analytics
- Google Webmaster Tool
- Google Adwords Campaign
- Facebook Ad Campaign

- Re Marketing / Retargeting Campaign
- Custom Audience Campaign
- Website hosting
- Website speed optimization
- Important Matrix
- ROI Calculation
- Free and Paid Tools for Digital Marketing

Chapter 3 Digital Marketing Strategy/ Live Project

- Marketing Plan
- Digital Marketing Plan
- Live Project