Digital Marketing with Project Syllabus

Total Duration: 90hrs

Module 1

Chapter 1: Introduction to Digital Marketing

1. What is Digital Marketing?

2. The Evolution of Digital Marketing

3. Importance of Digital Marketing in the Modern Business Landscape

4. Digital vs. Traditional Marketing: Key Differences

5. Use Case: E-commerce Business Launching a New Product

Chapter 2: Understanding the Digital Marketing Landscape

1. Overview of Digital Marketing Channels and Platforms

2. Core Components of Digital Marketing

3. Aligning Channels with Marketing Objectives

4. Trends Shaping Digital Marketing Today

5. Use Case: Multi-Channel Strategy for a Product Launch

Chapter 3: Market Research and Consumer Behavior

1. Importance of Market Research in Digital Marketing

2. Tools and Techniques for Market Research

3. Understanding Target Audiences and Buyer Personas

4. Analyzing Consumer Behavior in the Digital Age

5. Use Case: Applying Market Research for a Digital Marketing Campaign

Chapter 4: Content Marketing Strategies

1. What is Content Marketing?

2. Types of Content for Digital Marketing

3. Creating a Content Marketing Strategy

4. SEO and Content Marketing: Optimizing for Visibility

5. Use Case: Content Marketing Campaign for a SaaS Product

Chapter 5: Search Engine Optimization (SEO)

1. What is SEO?

2. Types of SEO

3. Keyword Research and Optimization

4. On-Page SEO Best Practices

5. Off-Page SEO and Link Building

6. Technical SEO Essentials

7. Measuring SEO Success with Analytics

8. Use Case: SEO Strategy for a Local Business

Chapter 6: Pay-Per-Click (PPC) Advertising

1. What is PPC Advertising?

2. How PPC Works: Bidding and Ad Auctions

3. Types of PPC Ads

4. Creating an Effective PPC Campaign

5. Targeting Strategies in PPC

6. Tracking and Measuring PPC Success

7. Optimizing PPC Campaigns for Better Performance

8. Use Case: PPC Strategy for a Fitness Studio

Chapter 7: Social Media Marketing

1. Introduction to Social Media Marketing

2. Popular Social Media Platforms and Their Unique Benefits

3. Creating a Social Media Marketing Strategy

4. Content Creation for Social Media

5. Paid Social Media Advertising

6. Engaging with the Audience on Social Media

7. Measuring Social Media Success

8. Use Case: Social Media Strategy for a Restaurant

Chapter 8: Email Marketing

1. Introduction to Email Marketing

2. Building and Growing an Email List

3. Types of Email Marketing Campaigns

4. Crafting Effective Email Content

5. Segmentation and Personalization in Email Marketing

6. Email Marketing Automation

7. Measuring Email Marketing Success

8. Use Case: Email Marketing Strategy for an E-Commerce Business

Chapter 9: Affiliate Marketing

1. What is Affiliate Marketing?

2. How Affiliate Marketing Works

3. Types of Affiliate Marketing

4. Finding and Partnering with Affiliates

5. Setting Up an Affiliate Program

6. Effective Affiliate Marketing Strategies

7. Tracking and Measuring Affiliate Marketing Success

8. Use Case: Affiliate Marketing for an Online Learning Platform

Chapter 10: Influencer Marketing

1. What is Influencer Marketing?

2. Types of Influencers

3. Selecting the Right Influencers for Your Brand

4. Creating an Influencer Marketing Campaign

5. Types of Influencer Campaigns

6. Measuring Influencer Marketing Success

7. Building Long-Term Relationships with Influencers

8. Use Case: Influencer Marketing Strategy for an Online Fashion Store

Module 2

Chapter 11: Analytics and Data-Driven Marketing

1. Introduction to Data-Driven Marketing

2. Types of Data in Marketing Analytics

3. Key Metrics for Tracking Marketing Performance

4. Tools for Marketing Analytics

5. Data Visualization and Reporting

6. Using Data for Audience Segmentation

7. Predictive Analytics in Marketing

8. A/B Testing and Optimization

9. Use Case: Data-Driven Marketing Strategy for an E-Commerce Brand

Chapter 12: Conversion Rate Optimization (CRO)

1. What is Conversion Rate Optimization?

2. Key Metrics in Conversion Rate Optimization

3. Understanding the Conversion Funnel

4. Effective CRO Techniques

5. A/B Testing in CRO

6. Improving User Experience (UX) for CRO

7. Using Heatmaps and User Behavior Analytics

8. Conversion Rate Optimization Tools

9. Use Case: CRO Strategy for a Subscription Service

Chapter 13: Mobile Marketing

1. What is Mobile Marketing?

2. Mobile Marketing Channels

3. Creating a Mobile-Optimized Website

4. SMS Marketing and Best Practices

5. In-App Advertising and Best Practices

6. Location-Based Marketing

7. Push Notifications and Best Practices

8. Measuring Mobile Marketing Success

9. Use Case: Mobile Marketing Strategy for a Retail Brand

Chapter 14: Video Marketing

1. What is Video Marketing?

2. Types of Video Content for Marketing

3. Video Marketing Channels

4. Creating Engaging Video Content

5. Optimizing Videos for SEO

6. Using Video Ads to Drive Engagement

7. Measuring Video Marketing Success

8. Video Marketing Best Practices

9. Use Case: Video Marketing Strategy for an Online Learning Platform

Chapter 15: Branding in the Digital World

1. What is Branding in the Digital World?

2. Core Elements of Digital Branding

3. Building a Strong Brand Voice and Tone

4. Crafting a Unique Value Proposition (UVP)

5. Creating Consistent Messaging Across Platforms

6. Leveraging Social Media for Digital Branding

7. Building Brand Loyalty in the Digital Age

8. Measuring Branding Success

9. Use Case: Digital Branding Strategy for a Sustainable Fashion Brand

Chapter 16: Digital Marketing for E-commerce

1. What is E-commerce Digital Marketing?

2. Building an E-commerce Marketing Strategy

3. Product Page Optimization

4. Using Social Media for E-commerce

5. Search Engine Optimization (SEO) for E-commerce

6. Email Marketing for E-commerce

7. Retargeting for E-commerce

8. Leveraging Customer Reviews and Social Proof

9. Measuring E-commerce Marketing Success

10. Use Case: E-commerce Marketing Strategy for a Handmade Jewelry Store

Chapter 17: Content Marketing for Lead Generation

1. What is Content Marketing for Lead Generation?

2. Types of Content for Lead Generation

3. Creating a Lead Magnet

4. Developing a Content Funnel for Lead Generation

5. Optimizing Content for Search Engines (SEO)

6. Using Content Upgrades for Lead Generation

7. Promoting Content for Lead Generation

8. Nurturing Leads with Follow-Up Content

9. Measuring Content Marketing Success for Lead Generation

10. Use Case: Content Marketing for Lead Generation in a B2B SaaS Company

Chapter 18: Influencer Marketing for Brand Awareness and Sales

1. What is Influencer Marketing?

2. Types of Influencers and How to Choose Them

3. Setting Goals for Influencer Marketing

4. Creating an Influencer Marketing Strategy

5. Influencer Content Types

6. Budgeting for Influencer Marketing

7. Measuring Influencer Marketing Success

8. Building Long-Term Relationships with Influencers

9. Avoiding Common Influencer Marketing Pitfalls

10. Use Case: Influencer Marketing Strategy for a Fitness Apparel Brand

Chapter 19: Email Marketing Automation for Customer Retention and Engagement

1. What is Email Marketing Automation?

2. Types of Automated Email Campaigns

3. Building a Welcome Series

4. Abandoned Cart Email Campaigns

5. Post-Purchase Follow-Up Campaigns

6. Re-Engagement Campaigns

7. Using Segmentation for Targeted Campaigns

8. Measuring the Success of Email Automation

9. Avoiding Common Pitfalls in Email Automation

10. Use Case: Email Automation Strategy for a Subscription-Based Business

Chapter 20: Understanding and Leveraging Data Analytics in Digital Marketing

1. What is Data Analytics in Digital Marketing?

2. Types of Data in Digital Marketing

3. Tools for Data Collection and Analysis

4. Creating Data-Driven Marketing Strategies

5. Customer Journey Mapping with Data Analytics

6. A/B Testing and Experimentation

7. Using Predictive Analytics in Marketing

8. Data Visualization for Better Decision Making

9. Data Privacy and Compliance in Marketing Analytics

10. Use Case: Data-Driven Marketing Strategy for a Retail Brand