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# DIGITAL MARKETING BASIC COURSE

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**Self-Reliant e Training Programme**  
**Digital Marketing Course Outline**  
**Duration: Total 20 Hours**

## **DIGITAL MARKETING COURSE OUTLINE**

### **Digital Marketing**

- ❖ Digital Marketing Foundation
- ❖ Why digital marketing is so important for our business
- ❖ Benefits of digital marketing
- ❖ Top Advantages of Digital Marketing

### **Email Marketing**

- ❖ What is email marketing
- ❖ Why should I use email marketing?
- ❖ Benefits of email marketing
- ❖ Rapidly grow your mailing list
- ❖ Send welcome emails
- ❖ promotional emails
- ❖ sales email
- ❖ Send retargeting emails
- ❖ Send loyalty emails
- ❖ Send feedback emails
- ❖ Send on-demand emails
- ❖ Mailchimp
- ❖ Email marketing for sales & business development

### **Social media marketing**

- ❖ How to Expert of social media marketing
- ❖ How do Beginners start social media marketing?
- ❖ best strategies for social media marketing

### **Types of Social Media Marketing**

- ❖ Instagram Marketing.
- ❖ Facebook Marketing.
- ❖ Twitter Marketing.
- ❖ Pinterest Marketing.
- ❖ LinkedIn Marketing.
- ❖ Snapchat Marketing.
- ❖ YouTube Marketing

### **Facebook Marketing?**

- ❖ Facebook post reach ideas

- ❖ Facebook algorithm
- ❖ Engagement
- ❖ MASTER Facebook Ads Manager
- ❖ MASTER your sales funnel
- ❖ Auto Response
- ❖ Facebook Boosting
- ❖ Facebook pixel
- ❖ A/B test
- ❖ Bootcamp

### **YouTube Marketing**

- ❖ Create a YouTube channel
- ❖ Find rapid growth for your YouTube channel
- ❖ engagement with YouTube videos
- ❖ YouTube ads
- ❖ How to optimize titles, keywords, thumbnails

### **Twitter Marketing**

- ❖ set up a Twitter account
- ❖ ideas on what to tweet about
- ❖ Make a content calendar
- ❖ key Twitter features for marketing
- ❖ Audit your accounts
- ❖ Set goals

### **Content Marketing**

- ❖ Development process of content creation
- ❖ How do you create content for a promotion

### **SEO – Search engine optimization**

- ❖ What SEO success look like
- ❖ How SEO Works
- ❖ Types of SEO

- ❖ On Page SEO Factors
- ❖ Off-Page SEO
- ❖ Google Ranking Factors
- ❖ Keyword
- ❖ SEO backlinks

### Mobile Marketing

- ❖ Advantages of Mobile Marketing
- ❖ How mobile marketing works?
- ❖ Different Types of Mobile Marketing?
- ❖ SMS Marketing
- ❖ QR Code Marketing.
- ❖ Push Notifications.
- ❖ Mobile Ad Strategies.
- ❖ *Application Marketing.*

### Google AdSense

- ❖ How do search engine results work
- ❖ Advantages of Google AdSense
- ❖ How Does AdSense Work
- ❖ Traffic Is the King
- ❖ How is search visibility calculated