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Course Title: Introduction to Digital Marketing

Course Duration: 20 hours | 10 Sessions | 2 Hours per session | Covered in 2 Weeks
Level: Beginner | Pace: Normal Track | Type: Conceptual and Understanding

Purpose of Course

The purpose is this course is to enable and empower digital marketing aspirants to ensure reality or reliability of their digital marketing endeavour. This course helps participants to enhance probability of success before starting digital marketing journey. This awareness course on introduction to digital marketing aims to provide participants with a holistic understanding of the digital marketing landscape, including the purpose and utilization of various tools, techniques and technologies like graphic design elements, short videos, landing page design, SEO, technologies offered by Google and Facebook. The course equips participants with foundational knowledge and insights into these key aspects, enabling them to leverage them effectively as part of their digital marketing strategies. Through a series of interactive sessions, participants will gain insights into various digital marketing channels, strategies, and tools, empowering them to make informed decisions and leverage digital platforms effectively to achieve marketing objectives. This course creates clarity for participants regarding what to do, how to do and what it takes to accomplish it.

Who can join this course?

This course is suitable for a wide range of individuals who want to gain an introductory understanding of digital marketing and its applications. Beneficiaries include:

- **Marketing Professionals:** Individuals seeking to enhance their knowledge of digital marketing to drive better results in their marketing roles.
- **Business Owners and Entrepreneurs:** Those who want to leverage digital marketing techniques to promote their businesses and reach a broader audience.
- **Students and Graduates:** Marketing students or recent graduates who want to develop a foundational understanding of digital marketing for future career opportu-

nities.

- **Freelancers and Consultants:** Freelancers working in marketing, social media, or related fields who want to expand their service offerings to include digital marketing.
- **Non-profit Organizations:** Individuals working in non-profit organizations who want to explore digital marketing strategies for fundraising, awareness campaigns, and volunteer recruitment.

Pre-requisites for Participation

Participants should have a basic understanding of business and IT technology and familiarity with general computer usage. No prior experience is required, as the course covers these topics from an introductory level. The willingness to participate, inquire and reflect the knowledge gained throughout the course would add value. The participant's promises and agreements are mandatory.

The objectives of this course are as follows:

- Understand the scope, career opportunities, and business benefits of digital marketing.
- Recognize the importance of graphics and video skills for creating impactful ads.
- Know the significance of content writing in driving audience engagement and conversions.
- Understand the purpose of landing pages and websites in digital marketing.
- Appreciate the importance of search engine optimization (SEO) and popular SEO tools.
- Explore the technologies offered by Google, such as Google Ads and Analytics.
- Discover advertising technologies offered by Facebook, Instagram, and WhatsApp.
- Understand the role of LinkedIn in professional networking and B2B marketing.
- Recognize the relevance of Quora for SEO and digital marketing strategies.
- Explore the benefits of platforms like Pinterest and other channels in digital marketing.

Course Curriculum

The course schedule and topics to be covered are as follow:

Session 1: Introduction to Digital Marketing

- Overview of digital marketing and its career scope and business benefits
- Understanding the shift from traditional marketing to digital marketing
- Exploring various digital marketing channels and strategies
- Introduction to digital marketing and its importance in today's business landscape
- Understanding the digital marketing ecosystem and key channels
- Exploring successful digital marketing cam-paigns

Session 2: Importance of Graphics and Video Skills in Digital Advertising

- Benefits of incorporating graphics and video skills in digital advertisements
- Understanding the impact of visual content on digital marketing campaigns
- Exploring tools and techniques for creating effective graphics and videos

Session 3: Role of Content Writing in Digital Marketing

- Importance of quality content in digital marketing strategies
- Understanding the role of content in driving engagement and conversions
- Exploring content writing techniques and best practices

Session 4: Purpose of Landing Pages and Websites in Digital Marketing

- Exploring the role and significance of landing pages for lead generation and conversions
- Importance of having a website for digital marketing
- Understanding the purpose of websites in establishing an online presence
- Exploring design principles and optimization techniques for landing pages and websites

Session 5: Importance of SEO and Popular Tools and Techniques

- Introduction to search engine optimization (SEO) and its importance in digital marketing
- Exploring popular SEO tools and techniques for keyword research, on-page optimization, and link building
- Understanding the impact of SEO on website visibility and organic traffic
- Why optimizing website structure, content, and metadata for better visibility

Session 6: Technologies Offered by Google for Digital Marketing

- Overview of Google's advertising platforms, Google Ads and Google Display Network

- Purpose of Tracking and measuring digital marketing performance
- Features of Google Analytics for tracking and analyzing website performance
- Understanding the benefits of Google My Business for local businesses
- Introduction to web analytics tools and metrics
- Analyzing data to make informed marketing decisions

Session 7: Techniques offered by Facebook, Instagram, and WhatsApp

- Overview of major social media platforms and their benefits
- Advertising and promoting content on social media channels
- Exploring advertising options and targeting capabilities on Facebook and Instagram
- Understanding the role of Facebook Business Manager for managing ad campaigns
- Why to create a social media strategy and content plan
- Overview of Whatsapp Business and its use in customer engagement

Session 8: Role of LinkedIn in Digital Marketing

- Understanding the significance of LinkedIn in professional networking and B2B marketing
- Exploring LinkedIn advertising options and targeting professionals
- Leveraging LinkedIn for content marketing and thought leadership

Session 9: Role of Quora in SEO and Digital Marketing

- Understanding Quora as a platform for knowledge sharing and content promotion
- Exploring the role of Quora in driving website traffic and SEO benefits
- Leveraging Quora for building authority and engaging with the target audience

Session 10: Benefits of Pinterest and Other Platforms in Digital Marketing

- Exploring the benefits of Pinterest in visual content marketing and driving website traffic
- Overview of other platforms, such as YouTube, TikTok, and Snapchat, for digital marketing efforts
- Understanding how these platforms contribute to SEO and expanding brand reach
- Understanding the role of email marketing in customer engagement
- Creating effective email campaigns and newsletters
- Implementing marketing automation for targeted communication

Note:

- The duration of each session can be adjusted based on specific requirements and participant engagement levels.
- This is a pre-requisite awareness course for beginners to peruse digital marketing learning. This course is conceptual only and provides understanding of different techniques, technologies and frameworks in digital marketing.
- The participants are given opportunity to join our skill development practical courses upon the completion of this course. They can choose from various courses offered by us depending upon learner's objective and commitment.

Course Outcome

- Understanding of the fundamentals of digital marketing and its significance.
- Familiarizing with essential digital marketing channels and their features.
- Get to know need of website and search engine optimization (SEO) for visibility.
- Know purpose of digital marketing campaign planning and execution.
- Importance of social media marketing strategies to engage and expand.
- Concept of target audience related to digital marketing.
- Know purpose of email marketing techniques & automation in digital marketing.
- Understanding of importance of analytics and performance tracking.
- Understanding of key metrics to make data-driven marketing decisions.
- Know successful examples to inspire creative and innovative digital marketing.
- Acquire practical insights and resources to continue learning and stay updated in the dynamic field of digital marketing.

Admission Process

The participants are selected based on their aptitude and interest to undergo this training program. The candidates those who are interested in joining this training program attend 2-weeks induction course. After induction course, the participants face final interview for registration. There are very limited seats which are strictly provided to the candidates who have potential and commitment to fulfill the objectives of this program.

The interested candidates can contact to fix an appointment for career counselling and admission procedure.

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