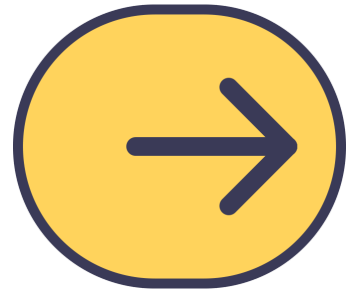




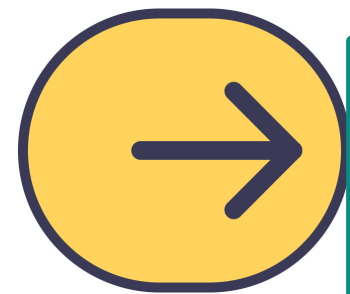
# Explore Curriculum Of Our Digital Marketing Course





# Digital Marketing Introduction

- **What is Digital Marketing?**
- **Future of Digital Marketing?**
- **Traditional Marketing vs Digital Marketing**
- **Topics Of Digital Marketing**
- **Case Studies**

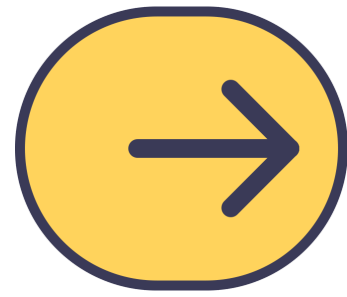


# Search Engine Optimization (SEO)

- **What is SEO?**
- **Types Of SEO?**

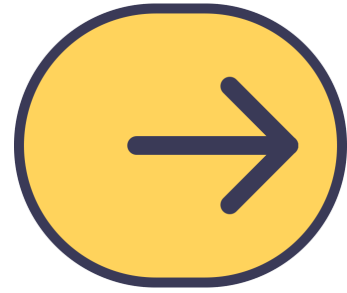
- **How do Search Engines work?**
- **Keyword Research & Planning**
- **How to do a detailed SEO Audit?**
- **On-Page SEO**
- **Off-Page SEO**
- **Technical SEO**
- **Local SEO**
- **E-Commerce SEO**
- **SEO for Bloggers**
- **SEO for YouTube**
- **Live Projects**
- **Case Studies**





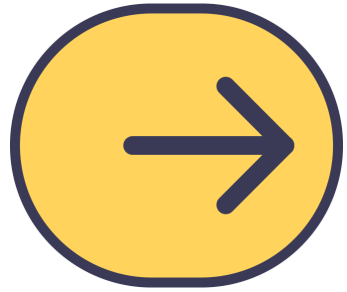
# Search Engine Marketing (SEM)

- **Understanding Google Ads**
- **Creating Google Ads Account**
- **Understanding & Creating Search Ads**
- **Understanding & Creating Display Ads**
- **Understanding & Creating Video Ads**
- **Understanding & Creating App Install Ads**
- **Understanding & Creating Shopping Ads**
- **Remarketing Concepts & Funnel Creation**
- **Landing Page Creation for Ads**
- **Live Projects**
- **Case Studies**



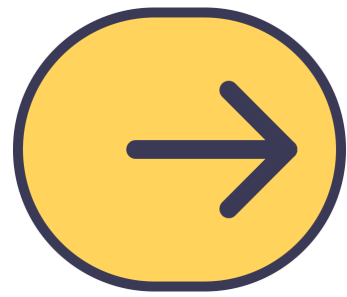
# Content Marketing

- **Understanding Concepts Of Content Marketing**
- **Understanding AIDA Model**
- **Creating Buyer's Persona**
- **Understanding Buyer's Journey**
- **Creating Content Calendar**
- **Live Projects**
- **Case Studies**



# Social Media Optimization (SMO)

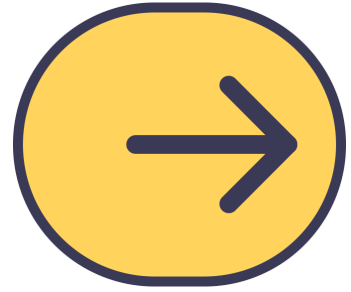
- **Introduction to Social Media Platforms i.e.**
- **Facebook, Instagram, Twitter Etc.**
- **Setting Up Professional Pages On Social Media Platforms**
- **Best Practices For Posting Content**
- **Hashtag Research**
- **Creating Content Calendar**
- **Automation in SMO**
- **Live Projects**
- **Case Studies**



# Social Media Marketing (SMM)

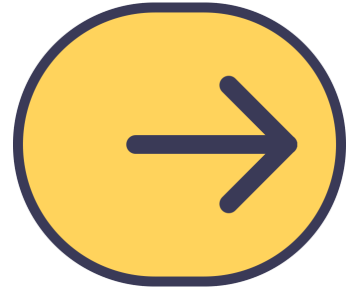
- **Introduction to Facebook, Instagram, Twitter, LinkedIn Ads**
- **Setting Up All Advertising Accounts**
- **Understanding Campaign Objectives**
- **Creating Creatives Using Canva**
- **Targeting Right Audience in SMM**
- **Understanding Budgets & Bids**
- **Understanding Various Ad Placements**
- **Remarketing in SMM**
- **Understanding Social Analytics**
- **Live Projects**
- **Case Studies**





# E-mail Marketing

- **Understanding ORM & Its Importance**
- **Measuring Customer Sentiments**
- **How to Deal with Unhappy Customers?**
- **How to Convert Happy Customers into Brand Advocates?**
- **Understanding Social Listening**
- **Case Studies**



# Copywriting

- **What is Copywriting?**
- **Difference Between Copywriting & Content Writing**
- **Understanding Copywriting Models**
- **Copywriting Tools**
- **Tips & Tricks For Copywriting**
- **Live Projects**
- **Case Studies**

