

COURSE CONTENT – DIGITAL MARKETING

Fundamentals Of Marketing

- **Introduction To Marketing**
- **Different Digital Marketing Channels**
- **Customer-Centric Approach**
- **Customer Motivations In The Buying Process**

Digital Marketing Channels And Metrics

- **Overview Of Digital Marketing Channels**
- **Customer Journey Through The Purchase Funnel**
- **Key Metrics For Each Stage**

Designing And Building A Web-Owned Presence

- **Understanding Visual Elements Of A Website**
- **Creating Effective Landing Pages For Conversions**

Blog Creation

- **Tools For Finding The Perfect Domain Name**
- **Domain Purchase And Web Hosting**
- **Setting Up A Blog On WordPress**

Search Engine Optimization

- **How Google's Search Algorithm Works**
- **Using SEO Tools Like Keyword Planner, Uber suggest, And Seo Site Checkup**
- **Conducting SEO Audits And Implementing Improvements**
- **Using AI For Keyword Brainstorming**
- **AI For Writing SEO Optimized Blogs**



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Search Engine Marketing

- **Introduction To SEM And Objectives**
- **Elements Of An SEM Campaign**
- **Ad Auction Process**
- **How To Run Campaigns On Google AdWords**
- **Metrics And Optimization**

Display Advertising

- **Google Display Network**
- **Programmatic Ad Buying Process**

Social Media Marketing

- **Creating And Managing Social Media Profiles**
- **Social Media And Meta Business Suite**
- **Social Media Progress Reporting**

Email Marketing

- **Role Of Email Marketing**
- **Types Of Emails**
- **Building Automated Email Campaigns**

Content Marketing

- **Identifying And Creating The Right Content**
- **Content Distribution Planning**
- **Content Calendar Mapping**



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Web Analytics

- **Traditional vs Digital Marketing Analytics**
- **Extracting And Analyzing Data From Google Analytics**

Defining A Robust Marketing Strategy

- **Integrated Marketing Strategy Development**
- **Channel Mix And Content Strategy**

Application Of Marketing Strategy

- **Applying Digital Marketing Strategies To A Brand Campaign**
- **Selling Products Through Online Marketplaces And Owned Channels**

Best Practices For Digital Marketers

- **Verbal, Non-Verbal, And Written Communication**

Leveraging ChatGPT In Digital Marketing

- **Understanding The Role Of ChatGPT In Digital Marketing**

Digital Marketing Landscape With ChatGPT

- **Analyzing Use-Cases Of ChatGPT**
- **Implications Of ChatGPT On Digital Marketing**

Digital Channels: Deep Dive With ChatGPT-1

- **Using ChatGPT For Content Creation**
- **Customizing Messages For Different Client Categories**
- **Social Media Content Creation With ChatGPT**



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Digital Channels: Deep Dive With ChatGPT-2

- **Creating Personalized Subject Lines And Email Content**
- **Generating SEO-Optimized Content**
- **Using ChatGPT For A/B Testing**

Marketing Analytics & Integrated Campaigns With ChatGPT

- **Analyzing Social Media Analytics With ChatGPT**
- **Leveraging Predictive Analytics**
- **Building Customer Support Chatbots With AI**

Career Specializations

- **Branding And Communication**
- **Social Media And Content Marketing**
- **Marketing Communications With Focus On Public Relations**
- **Generative AI In Branding And Communication**

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