

COURSE CONTENT

DIGITAL MARKETING (ADVANCE)

Duration: 12 Weeks (3 months)

- **Total Hours: 48 hours**
 - **Sessions per Week: 2 sessions (2 hours each)**
 - **Mode: Online (Online lectures and practical workshops).**
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Module 1: Introduction to Digital Marketing (Week 1-2)

Lesson 1.1 : Overview of Digital Marketing

- **Understanding Digital Marketing**
- **Importance in the modern business environment**
- **Key concepts and terminology**

Lesson 1.2: Digital Marketing Strategies

- **Developing a digital marketing strategy**
- **Setting SMART goals**
- **Identifying target audience**

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Module 2: Website Development and Optimization (Week 3-4)

Lesson 2.1: Website Basics

- **Importance of a website in digital marketing**
- **Elements of a good website**
- **User experience (UX) and User interface (UI) design**



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Lesson 2.2: WordPress for Beginners

- Setting up a WordPress site
- Choosing and customizing themes
- Essential plugins

Lesson 2.3: Website Analytics

- Setting up Google Analytics
- Understanding key metrics
- Analyzing user behavior

Module 3: Search Engine Optimization (SEO) (Week 5-6)

Lesson 3.1: Introduction to SEO

- What is SEO?
- Importance of SEO
- On-page vs. Off-page SEO

Lesson 3.2: Keyword Research and On-Page Optimization

- Finding the right keywords
- Using keywords effectively
- On-page SEO techniques

Lesson 3.3: Off-Page SEO and Link Building

- Importance of backlinks
- Strategies for building quality links
- Social signals and SEO

Module 4: Content Marketing (Week 7-8)

Lesson 4.1: Content Strategy

- Developing a content strategy
- Types of content
- Creating a content calendar



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Lesson 4.2: Creating Engaging Content

- Writing for the web
- Visual content creation
- Using tools like Canva

Lesson 4.3: Content Distribution and Promotion

- Channels for content distribution
- Measuring content performance
- Adjusting strategy based on analytics

Module 5: Social Media Marketing (Week 9-10)

Lesson 5.1: Social Media Platforms Overview

- Overview of major platforms (Facebook, Instagram, Twitter, LinkedIn)
- Choosing the right platform for your audience

Lesson 5.2: Social Media Strategy and Planning

- Setting social media goals
- Creating a social media calendar
- Best practices for posting

Lesson 5.3: Social Media Advertising

- Introduction to paid social media advertising
- Creating effective ads
- Analysing ad performance

Module 6: Email Marketing (Week 11)

Lesson 6.1: Basics of Email Marketing

- Importance of email marketing
- Building an email list
- Email marketing tools



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Lesson 6.2: Creating Effective Email Campaigns

- Writing compelling emails
- Designing emails that convert
- A/B testing

Lesson 6.3: Analysing Email Campaigns

- Key metrics to track
- Improving open and click-through rates
- Avoiding spam filters.

Module 7: Practical Implementation and Case Studies (Week 12)

Lesson 7.1: Practical Project

- Developing a digital marketing plan for a mock business
- Presenting the plan

Lesson 7.2: Case Studies

- Analysing successful digital marketing campaigns
- Lessons learned from failures

Lesson 7.3: Future Trends in Digital Marketing

- Emerging technologies and their impact
- Staying updated with industry changes

CONTACT US-

Phone no.- 8851517505

Email-trippleonesolutions@gmail.com

Website- www.trippleonesolutions.com



Tripple One Solutions