

DIGITAL MARKETING

I. INTRODUCTION

Marketing Concept
Online vs Offline Marketing
Popular marketing tools
Popular Channels & Methods
Opportunities after Course Completion

II. WEBSITE SETUP

WordPress vs WIX
Web hosting and Domains
SSL Integration

III. MARKET RESEARCH

Target Audience
Competitors
Market Trends
Website Audit
Market Research Tools
Reporting

IV. SEO

Keyword Research
Technical & On-Page & Off-Page SEO
Local SEO

DIGITAL MARKETING

V. SOCIAL MEDIA MARKETING

Business Pages Setup
Facebook & Instagram Marketing
LinkedIn & Youtube Marketing
Quora Marketing
Social Media Creatives

VI. ECOMMERCE MARKETING

Product Marketing
Ecommerce Marketplace

VII. PAID ADVERTISING

Online Ads
Social Media Ads
Google Ads
Ads Tracking
Reporting

VIII. ANALYTICS

Understand terms
Google Analytics
Custom reports
Integrations