

Digital Marketing

Professional Diploma in Digital Marketing

Duration: 6 Months

Course Fee: ₹25,000

Mode: Offline / Online

Module 1: Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional Marketing vs Digital Marketing
- Importance of Digital Marketing
- Digital Marketing Channels
- Understanding Online Businesses
- Target Audience Identification
- Customer Journey
- Marketing Funnel
- Lead Generation Basics
- Conversion Basics
- Understanding B2B and B2C Marketing
- Digital Marketing Career Opportunities

Module 2: Website & WordPress Basics

- Introduction to Websites
- Types of Websites
- Domain Name
- Web Hosting
- SSL Certificate
- Website Structure
- Landing Pages

- Introduction to WordPress
- WordPress Dashboard
- Themes and Plugins
- Creating Pages
- Creating Blog Posts
- Contact Forms
- Basic Website Customization
- Website Performance Basics

Practical:

- Create a basic business website
- Create a landing page
- Create a contact/enquiry form

Module 3: Search Engine Optimization (SEO)

SEO Fundamentals

- Introduction to SEO
- How Search Engines Work
- Google Search Basics
- Organic Search Results
- SEO Terminology

Keyword Research

- What are Keywords?
- Types of Keywords
- Short-Tail Keywords
- Long-Tail Keywords
- Search Intent
- Keyword Research Techniques
- Competitor Keyword Analysis

On-Page SEO

- Title Tags





- Meta Description
- Heading Tags
- URL Optimization
- Keyword Placement
- Image Optimization
- Internal Linking
- Content Optimization

Technical SEO Basics

- Website Crawling
- Indexing
- Sitemap
- Robots.txt
- Canonical Tags
- Mobile-Friendly Websites
- Page Speed Basics

Off-Page SEO

- Introduction to Backlinks
- Link Building Basics
- Guest Posting Concepts
- Business Listings
- Brand Mentions

Practical:

- Keyword research project
- Optimize a webpage for SEO
- Create an SEO strategy

Module 4: Google Search

Console & Analytics

Google Search Console

- Website Verification
- Search Performance
- Indexing Reports
- Sitemap Submission
- URL Inspection
- Understanding Search Queries



- Fixing Basic Errors

Google Analytics

- Introduction to Website Analytics
- Users and Traffic
- Traffic Sources
- Website Behaviour
- Engagement Metrics
- Conversion Tracking Basics
- Creating Reports

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Module 5: Social Media Marketing

Facebook Marketing

- Creating a Facebook Page
- Page Optimization
- Content Strategy
- Posts and Reels
- Audience Engagement
- Facebook Business Basics

Instagram Marketing

- Creating a Professional Profile
- Profile Optimization
- Instagram Posts
- Reels Strategy
- Stories
- Hashtags
- Content Planning
- Increasing Engagement
- Understanding Insights

LinkedIn Marketing

- Professional Profile Creation
- Company Pages
- Personal Branding
- LinkedIn Posts



- Networking
- Lead Generation Basics

YouTube Marketing

- Creating a YouTube Channel
- Channel Optimization
- Video Titles
- Descriptions
- Thumbnails
- Keywords
- YouTube SEO Basics
- Shorts Strategy
- Analytics Basics



- Lead Form Ads

Practical:

- Create a campaign structure
- Create an ad creative
- Create a lead generation campaign
- Analyze campaign performance



Module 7: Google Ads

Google Search Ads

- Introduction to Google Ads
- Google Ads Account Structure
- Campaign Creation
- Ad Groups
- Keywords
- Match Types
- Negative Keywords
- Search Ads
- Ad Copywriting
- Budget and Bidding Basics



Module 6: Meta Ads

(Facebook & Instagram Ads)

- Introduction to Paid Advertising
- Meta Business Suite
- Meta Ads Manager
- Campaign Structure
- Campaign Objectives
- Awareness Campaigns
- Traffic Campaigns
- Engagement Campaigns
- Lead Generation Campaigns
- Sales Campaigns
- Audience Targeting
- Custom Audiences
- Lookalike Audiences
- Ad Placement
- Budget Management
- Ad Creatives
- Ad Copywriting
- A/B Testing Basics
- Performance Analysis



Display Ads

- Introduction to Display Advertising
- Banner Ads
- Audience Targeting
- Remarketing Basics

YouTube Ads

- Video Advertising Basics
- Campaign Objectives
- Target Audience
- Video Ad Strategy

Practical:

- Keyword research for PPC



- Create a Google Search Campaign
- Write Search Ad Copies
- Create a campaign strategy

- Basic Branding
- Fonts and Typography
- Image Selection
- Marketing Creatives

Module 8: Content Marketing

- Introduction to Content Marketing
- Types of Content
- Content Strategy
- Content Calendar
- Blog Writing
- Social Media Content
- Video Content
- Educational Content
- Promotional Content
- Storytelling in Marketing
- Call-to-Action (CTA)
- Content Distribution

Practical:

- Create a 30-day content calendar
- Write social media posts
- Write a blog article
- Create promotional content

Practical:

- Create 10 social media posts
- Create advertisement banners
- Create YouTube thumbnails
- Create a brand content set

Module 10: Email Marketing

- Introduction to Email Marketing
- Building an Email List
- Email Marketing Strategy
- Types of Marketing Emails
- Newsletter Creation
- Promotional Emails
- Subject Lines
- Email Content Writing
- Call-to-Action
- Email Automation Basics
- Email Performance Metrics

Module 9: Canva & Creative Design for Marketing

- Introduction to Canva
- Canva Interface
- Social Media Post Design
- Instagram Posts
- Stories
- Reels Covers
- YouTube Thumbnails
- Posters
- Advertisements

Module 11: Affiliate Marketing

- Introduction to Affiliate Marketing
- How Affiliate Marketing Works
- Affiliate Networks
- Affiliate Links
- Product Promotion
- Content Strategy
- Affiliate Website Basics
- Tracking Performance

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Module 12: E-Commerce Marketing

- Introduction to E-Commerce
- Product Marketing
- Product Pages
- Online Customer Journey
- Social Media for E-Commerce
- Paid Advertising Basics
- Remarketing Concepts
- Customer Retention Basics

Module 13: Online Reputation Management (ORM)

- What is Online Reputation?
- Google Reviews
- Social Media Reputation
- Handling Negative Reviews
- Customer Communication
- Brand Monitoring Basics
- Building Brand Trust

Module 14: AI Tools for Digital Marketing

- Introduction to Artificial Intelligence
- AI for Content Creation
- AI for Social Media
- AI for Copywriting
- AI for Research
- AI for Marketing Ideas
- AI for Content Planning
- Prompt Writing Basics
- Responsible Use of AI

Module 15: Freelancing & Client Management

- Introduction to Freelancing
- Digital Marketing Freelance Services
- Creating a Professional Portfolio
- Finding Clients
- Client Communication
- Understanding Client Requirements
- Creating Marketing Proposals
- Basic Pricing Strategies
- Project Management
- Reporting to Clients

Module 16: Digital Marketing Strategy

- Understanding Business Goals
- Identifying Target Audience
- Competitor Analysis
- Creating Marketing Objectives
- Choosing Marketing Channels
- Organic vs Paid Marketing
- Budget Planning
- Creating a Digital Marketing Strategy
- Measuring Results
- Improving Campaign Performance



Module 17: Final Live Project

Students will complete a practical project involving:

- Business Analysis
- Target Audience Research
- Competitor Analysis
- Website/Landing Page Planning
- SEO Strategy
- Social Media Strategy
- Content Calendar
- Advertisement Campaign Plan
- Marketing Creatives
- Lead Generation Strategy
- Analytics and Reporting

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Additional Career & Job Preparation

- Professional Resume Creation
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- Digital Marketing Portfolio
- Interview Preparation
- Mock Interview
- LinkedIn Profile Optimization
- Freelancing Profile Guidance
- Basic Client Communication

