Digital Marketing (Social Media & Website):

Course Duration: 1.5 Months • Class Time: 1.5 Hrs

Chapter 1: Introduction to Digital Marketing

1. Fundamentals and Evolution
- Historical evolution of digital marketing
- Current digital marketing landscape
- Types of digital marketing channels
- Integration of traditional and digital marketing

2. Industry Applications and Scope
- Role in B2B and B2C sectors
- Industry-specific case studies
- Career opportunities in digital marketing
- Global market trends and forecasts

3. Digital Marketing Challenges
- Privacy concerns and regulations (GDPR, CCPA)
- Market saturation and competition
- Technology adoption and adaptation
- Budget allocation and ROI justification

4. AI in Digital Marketing
- Overview of AI applications
- Machine learning in marketing
- Predictive analytics and automation
- Ethical considerations in AI marketing

Chapter 2: Planning and Creating a Website

5. Domain Name Selection and Registration
- Domain name selection strategies for Digital Marketing
- TLD considerations and brand protection

6. Website Hosting Essentials
- Hosting types and selection criteria
- Security certificates and protocols

7. Website Development Fundamentals
- CMS platforms comparison
- WordPress ecosystem deep dive
- Basic coding concepts for marketers
- Website architecture planning

8. User Experience Design
- UX principles and best practices
- Information architecture
- Navigation design
- Content hierarchy

9. Technical Implementation
- Mobile-first design principles
- Performance optimization
- Cross-browser compatibility
- Loading speed optimization

10. Marketing Integration
- Key plugins tools for marketing implementation
- AI tools implementation (Elementor AI, WordLift, etc)

Chapter 3: Design Essentials

11. Design Fundamentals
- Color theory
- Typography
- Layout principles
- Brand consistency

12. Canva Mastery
- Interface navigation
- Template customization
- Brand kit setup
- Design system creation

13. Multimedia Creation
- Social media graphics
- Marketing collateral
- Video content

14. AI Design Tools
- AI image generation
- Design automation

Chapter 4: Social Media Marketing (SMM)

15. Platform Strategy
- Platform selection
- Business Suite Management
- Account optimization
- Content strategy per platform
- Posting schedules

16. Content Creation
- Social Media Marketing Content Calendar Management
- Platform-specific content
- Visual content creation
- Copywriting for social
- Hashtag strategy

17. Advertising & Community Management
- Engagement Strategies
- Influencer collaboration
- Ad format selection
- Targeting Strategies
- Lead/Conversion Tracking Approaches
- Budget management
- A/B testing

18. Analytics and Tools
- Platform analytics
- Third-party tools
- ROI measurement
- Performance optimization

Chapter 5: Email Marketing

19. Strategy Development
- List building techniques
- Segmentation strategies
- Personalization tactics
- Campaign planning

20. Content Creation
- Email design principles
- Copywriting for email
- Subject line optimization
- CTA optimization

21. Technical Implementation
- ESP selection
- Automation workflows
- A/B testing
- Deliverability optimization

22. AI Integration
- Predictive analytics
- Automated personalization
- Send time optimization
- Content recommendations

Chapter 6: Data and Analytics

23. Analytics Setup
- Google Analytics implementation
- Goal configuration
- Event tracking
- E-commerce tracking

24. Data Analysis
- Traffic analysis
- Behavior analysis
- Conversion analysis
- Custom reports

25. Advanced Analytics
- Cross-channel attribution
- Customer journey mapping
- Predictive analytics
- AI-powered insights

26. Reporting
- Dashboard creation
- KPI tracking
- Automated reporting
- Data visualization

Chapter 7: Monetization

27. Revenue Models
- Direct monetization
- Indirect monetization
- Hybrid models
- Revenue optimization

28. Affiliate Marketing
- Program selection
- Content strategy
- Compliance and disclosure
- Performance tracking

29. AdSense and Display
- Account setup
- Ad placement
- Performance optimization
- Revenue maximization

30. E-commerce & Dropshipping
- Platform selection
- Product strategy
- Pricing optimization
- Marketing automation

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