**7.Digital Marketing Syllabus**

**(Name : Guru, Duration : 12weeks – 120 Hours, lessons - 19)**

Here’s a **general employability-focused syllabus for Digital Marketing**, designed to prepare you for roles like **Digital Marketing Executive**, **SEO Specialist**, **Social Media Manager**, **Content Marketer**, and **PPC Analyst**. This syllabus aligns with industry certifications like **Google Ads Certification**, **HubSpot Inbound Marketing**, and **Facebook Blueprint**.

**Topics Covered:**

**1. Introduction to Digital Marketing**

* **What is Digital Marketing?**
* Definition and Scope
* Differences Between Traditional and Digital Marketing
* **Importance and Benefits**
* Measurability, Flexibility, and Reach
* **Digital Marketing Channels**
* Owned, Earned, and Paid Media

**2. Digital Marketing Strategy**

* **Creating a Digital Marketing Plan**
* Setting SMART Goals
* Identifying Target Audience and Buyer Personas
* **Competitive Analysis**
* SWOT Analysis
* Analyzing Competitors’ Digital Strategies
* **Budgeting and Resource Allocation**
* **Key Performance Indicators (KPIs) and Metrics**

**3. Search Engine Optimization (SEO)**

* **SEO Fundamentals**
* On-Page, Off-Page, and Technical SEO
* **Keyword Research and Analysis**
* Using Tools like Google Keyword Planner, SEMrush, Ahrefs
* **On-Page Optimization**
* Meta Tags, Header Tags, and URL Structure
* Content Optimization and Internal Linking
* **Off-Page Optimization**
* Link Building Strategies and Backlink Analysis
* **Technical SEO**
* Website Speed Optimization
* Mobile-Friendliness and Indexing
* **SEO Analytics and Reporting**
* Google Search Console and Analytics

**4. Search Engine Marketing (SEM) and Pay-Per-Click (PPC)**

* **Introduction to SEM and PPC**
* Google Ads and Bing Ads
* **Keyword Bidding Strategies**
* CPC, CPM, CPA Models
* **Creating Ad Campaigns**
* Ad Groups and Keyword Match Types
* Writing Effective Ad Copy
* **Ad Extensions and Ad Formats**
* Sitelink, Callout, and Structured Snippets
* **Campaign Tracking and Optimization**
* Conversion Tracking and A/B Testing

**5. Social Media Marketing (SMM)**

* **Social Media Platforms and Their Uses**
* Facebook, Instagram, Twitter, LinkedIn, TikTok, and Pinterest
* **Creating a Social Media Strategy**
* Setting Goals and Content Planning
* **Content Creation and Scheduling**
* Using Tools like Buffer, Hootsuite, and Canva
* **Engagement and Community Management**
* Building Brand Loyalty and Handling Negative Feedback
* **Social Media Analytics**
* Insights from Facebook Analytics, Instagram Insights, and Twitter Analytics

**6. Content Marketing**

* **Content Strategy and Planning**
* Identifying Content Types (Blogs, Videos, Infographics)
* Content Calendars and Editorial Planning
* **Creating High-Quality Content**
* Storytelling Techniques and Brand Voice
* Copywriting and Content Formatting
* **Content Distribution**
* Sharing Content Across Platforms
* Email Newsletters and Syndication
* **Content Performance Analysis**
* Analyzing Metrics (Traffic, Engagement, and Shares)

**7. Email Marketing**

* **Building an Email List**
* Lead Magnets and Landing Pages
* **Email Campaign Creation**
* Newsletters, Drip Campaigns, and Autoresponders
* **Personalization and Segmentation**
* Using CRM Tools and Automation
* **A/B Testing and Performance Metrics**
* Open Rate, Click-Through Rate (CTR), and Bounce Rate
* **Email Marketing Tools**
* Mailchimp, SendinBlue, and HubSpot

**8. Affiliate and Influencer Marketing**

* **Understanding Affiliate Marketing**
* Affiliate Networks and Programs
* **Setting Up an Affiliate Program**
* Tracking and Commission Models
* **Influencer Marketing**
* Identifying and Partnering with Influencers
* Measuring Influencer Campaign ROI

**9. Online Reputation Management (ORM)**

* **Monitoring Brand Mentions**
* Using Tools like Google Alerts and Brandwatch
* **Managing Negative Reviews**
* Responding to Criticism Professionally
* **Building a Positive Brand Image**
* Encouraging Positive Reviews and Testimonials

**10. Web Analytics and Data Analysis**

* **Introduction to Web Analytics**
* Tracking User Behavior and Traffic Sources
* **Google Analytics and Data Interpretation**
* Setting Up Goals and Funnels
* Analyzing User Demographics and Interests
* **Campaign Tracking and UTM Parameters**
* **Data Visualization Tools**
* Google Data Studio and Tableau

**11. Conversion Rate Optimization (CRO)**

* **Optimizing Landing Pages**
* A/B Testing and Multivariate Testing
* **Improving User Experience (UX)**
* Heatmaps and Click Tracking
* **Form Optimization and Lead Generation**
* **Personalization Techniques**
* Behavioral Targeting and Dynamic Content

**12. Mobile Marketing**

* **Mobile Optimization Strategies**
* Responsive Design and AMP (Accelerated Mobile Pages)
* **Mobile App Marketing**
* App Store Optimization (ASO) and In-App Advertising
* **SMS and Push Notification Campaigns**
* **Location-Based Marketing**

**13. E-commerce and Digital Sales**

* **E-commerce Marketing Strategies**
* Product Listing Optimization
* Upselling and Cross-Selling Techniques
* **Shopify, WooCommerce, and Magento**
* **Dynamic Remarketing and Retargeting Ads**
* **Customer Journey and Funnel Optimization**

**14. Marketing Automation and CRM**

* **Automating Marketing Workflows**
* Lead Nurturing and Scoring
* **CRM Integration**
* Using Salesforce, HubSpot, or Zoho CRM
* **Lead Qualification and Follow-Up Strategies**

**15. Digital Marketing Tools and Platforms**

* **SEO Tools:** Ahrefs, Moz, SEMrush
* **SMM Tools:** Hootsuite, Buffer, Sprout Social
* **Email Marketing Tools:** Mailchimp, SendGrid
* **Analytics Tools:** Google Analytics, Data Studio
* **Design Tools:** Canva, Adobe Spark

**16. Legal and Ethical Aspects of Digital Marketing**

* **Data Privacy Regulations**
* GDPR, CCPA, and Data Protection Best Practices
* **Copyright and Intellectual Property**
* **Ethical Marketing Practices**
* **Avoiding Black Hat Techniques**

**17. Real-World Projects and Practical Labs**

* **Project 1:** Designing and Executing a Complete SEO Campaign
* **Project 2:** Creating a Social Media Marketing Strategy
* **Project 3:** Running and Optimizing Google Ads Campaigns
* **Project 4:** Building and Managing an Email Marketing Automation
* **Project 5:** Analyzing and Reporting on Website Traffic and Conversions

**18. Certification Preparation**

* **Google Ads Certification**
* **Mock Exams and Practice Tests**

**19. Soft Skills and Interview Preparation**

* **Communication and Presentation Skills**
* **Problem-Solving and Analytical Thinking**
* **Building an Impressive Digital Portfolio**
* **Resume Writing and Interview Tips**

**Educational Background**

* **Bachelor’s Degree in:**
* **BBA/B.Com/B.Sc/B.A with Digital Marketing specialization or elective**
* **Master’s Degree**
* **MBA or PG Diploma in Digital Marketing or Marketing**