

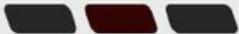


American Certified Digital Marketing Professional

DIGITAL MARKETING

SYLLABUS & CONTENTS

Certified and Approved by American Board of Education





This course covers the basic principles and techniques of digital marketing. Students will gain an understanding of the digital marketing landscape and learn how to develop and implement effective digital marketing strategies.

- Understand the fundamentals of digital marketing
- Develop skills in developing digital marketing strategies
- Learn how to create and optimize digital marketing campaigns
- Gain practical knowledge of tools and techniques used in digital marketing



COURSE SYLLABUS

1) Introduction to Digital Marketing

- Overview of Digital Marketing
- Importance of Digital Marketing in Today's Business World
- Traditional vs. Digital Marketing

2) Digital Marketing Strategy Development

- Understanding the Business and Marketing Objectives
- Target Audience Identification and Segmentation
- Digital Marketing Mix (4 Ps)
- Developing a Digital Marketing Plan

3) Website Design and Development

- Website Design Principles and Best Practices
- Website Development Platforms and Tools
- Content Creation and Optimization
- User Experience and User Interface Design

4) Search Engine Optimization (SEO)

- Introduction to SEO
- Keyword Research and Analysis
- On-Page and Off-Page Optimization
- Technical SEO

5) Pay-Per-Click Advertising (PPC)

- Introduction to PPC Advertising
- Google Ads Platform
- Bing Ads Platform
- Ad Copywriting and Optimization
- Campaign Management and Optimization



6) Social Media Marketing

- Introduction to Social Media Marketing
- Social Media Platforms (Facebook, Twitter, LinkedIn, Instagram, etc.)
- Social Media Marketing Strategies
- Content Creation and Optimization
- Social Media Advertising

7) Email Marketing

- Introduction to Email Marketing
- Email Marketing Campaign Strategy
- Email Design and Copywriting
- Email Campaign Management and Optimization

8) Mobile Marketing

- Introduction to Mobile Marketing
- Mobile Marketing Strategies
- Mobile App Marketing
- SMS Marketing

9) Analytics and Measurement

- Introduction to Digital Analytics
- Setting up Google Analytics
- Analytics Metrics and KPIs
- Campaign Measurement and Optimization

10) Digital Marketing Trends and Future Outlook

- Emerging Digital Marketing Trends
- Future of Digital Marketing



DIGITAL MARKETING

Assessment and Evaluation:

- Quizzes and exams
- Class participation and discussion
- Assignments and Projects
- Final Project (Digital Marketing Plan)

100% Placement Support and Interview Grooming



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