

Digital Marketing Accelerator

Duration: 16 Hours

Course overview

This **2-Day Digital Marketing Masterclass** is a complete, hands-on journey from beginner to advanced level. Participants will learn how to build and execute a full-funnel digital marketing strategy using different tools and platforms. The program covers all core areas from website optimization, SEO, analytics, and paid advertising to social media, content, video, and email marketing. Learners will gain both **conceptual understanding** and **practical experience** through guided exercises, demos in Google Ads and Analytics. By the end of the program, participants will be able to plan, launch, measure, and optimize digital campaigns confidently and effectively.

Day 1 – Digital Marketing Foundations

Module 1 – Digital Marketing Essentials & Strategy

- Evolution of marketing — traditional vs digital
- Core components: SEO, SEM, SMM, Email, Content, Analytics
- Understanding the customer journey & marketing funnel
- Building a cohesive digital marketing strategy
- Defining goals, KPIs & measurable ROI

Module 2 – Website Optimization & Conversion Design

- What makes a website effective
- Domain & hosting choices (WordPress vs Shopify etc.)
- UX/UI principles for digital engagement
- Writing high-converting web copy and CTAs

Module 3 – Search Engine Optimization (SEO)

- How search engines rank content
- Keyword research and intent mapping
- On-page optimization (title, meta, internal links, schema)

- Off-page SEO (backlinks, directories, citations)
- Technical SEO (bots, sitemaps, mobile optimization)
- Local SEO and Google Business Profile setup

Module 4 – Analytics & Performance Tracking

- Role of data in digital marketing decisions
- Setting up Google Analytics 4 (GA4)
- Understanding metrics: sessions, engagement rate, bounce rate
- Event & goal tracking basics
- UTM parameters and campaign measurement

Day 2: Creating ad campaigns, content marketing and email marketing

Module 5 – Search & Display Advertising (SEM/PPC)

- PPC basics and auction mechanism
- Google Ads structure (campaign → ad group → ad)
- Keyword match types and bidding strategies
- Display ads & remarketing concepts

Module 6 – Social Media Marketing

- Overview of major platforms (Facebook, Instagram, LinkedIn, X)
- Aligning platforms with business goals
- Organic vs paid social strategies
- Content calendar planning & scheduling tools
- Metrics: reach, engagement, CTR, CPC

Module 7 – Content, Video & Email Marketing

- Content marketing pillars and types
- Writing content that converts (blog, infographic, AI-aided copy)
- Repurposing content for different channels
- Basics of video marketing and YouTube SEO
- Email marketing workflow — list building, segmentation, automation
- Tools overview (Mailchimp)