

# **Getting Started with Digital Marketing**

**Duration: 40hrs**

## **Overview:**

Digital marketing is essential now and in the future. It allows businesses to reach a global audience, is cost-effective, and provides precise targeting with advanced analytics. Real-time data tracking and measurement enhance campaign effectiveness, while social media and email marketing foster strong customer relationships. As more consumers rely on the internet, digital marketing will remain crucial for business growth and success

## **Course Objectives:**

In this course, you will learn:

- Digital Marketing Fundamentals and SEO
- Content Marketing and Social Media
- Email Marketing and Google Ads (Search Engine Marketing)
- Integration of Artificial Intelligence and Digital Marketing
- Career / Growth Opportunity in Digital Marketing

## **Course Content:**

### **Lesson 1: Digital Marketing Fundamentals and SEO**

- What is Digital Marketing
- What is a Website
- What is a Domain
- Difference Between Digital Marketing and Offline Marketing
- Importance of Digital Marketing (Business and Employment)
- Tools / Websites used in Digital Marketing
- Modules in Digital Marketing
- Terminologies in Digital Marketing
- Introduction of SEO
- Tools used in SEO
- Types of SEO

### **Lesson 2: Content Marketing and Social Media**

- What is Content Marketing
- Type of Content in Digital Space
- How to Create Content using Tools

- Guidelines in Article Writing
- Difference Between Article Writing and Website Content Writing
- How Content is Useful in Digital Marketing
- What is social Media
- Trending social Media channels
- Social Media tools

### Lesson 3: Email Marketing and Search Engine Marketing (Google Ads)

- What is Email Marketing
- Email Marketing Importance
- Tools used for Email Marketing
- Crafting effective Email Campaigns
- Will send 2-5 Test emails with the users
- Introduction of Search Engine Marketing (Google and Bing Ads)
- Types of Google Ads
- Types of Strategies
- Terminologies in Search Engine Marketing

### Lesson 4: Artificial Intelligence and Digital Marketing

- What is Artificial Intelligence
- Popular Tools in Artificial Intelligence
- Where AI Can be used in Digital Marketing
- AI Content in a User friendly way which can Rank?
- Generative AI
- Chat-Gpt Use cases
- How to Use chat-gpt for content Creators
- How to make Ai Generative Images

### Lesson 5: Career and Growth Opportunity in Digital Marketing

- Who can learn Digital Marketing
- How Digital Marketing will help students, Employees and Business
- Ways to generate Revenue from Digital Marketing
- Job Opportunity of Digital Marketing in India and International
- Hierarchy of Digital Marketing Jobs and Interaction Session.