

KOENIG SOLUTIONS • COURSE OUTLINE

Digital Marketing: SEO, Google Ads & Social Media (Koenig Original)

Learn to plan and run digital marketing campaigns using SEO, content, social media, email marketing, Google Ads and AI tools.

40 Hours

DURATION

5

MODULES

42

TOPICS

COURSE 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.

WHO THIS COURSE IS FOR

Digital Marketing Beginners

Content Writers

Social Media Executives

Email Marketing Executives

Business Owners

Students

LEARNING 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

5 Modules, 42 Topics

01

Digital Marketing Fundamentals and SEO

TOPICS

- 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

02

Content Marketing and Social Media

TOPICS

- 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

03

Email Marketing and Search Engine Marketing (Google Ads)

TOPICS

- 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

04

Artificial Intelligence and Digital Marketing

TOPICS

- 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

05

Career and Growth Opportunity in Digital Marketing

TOPICS

- 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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

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