



TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE

# Professional Digital Marketing Course Outline

## Module 1: Introduction to Digital Marketing

- What is Digital Marketing? Overview & Importance
- Traditional Marketing vs. Digital Marketing
- Key Digital Marketing Channels & Trends
- Understanding Customer Journey & Buyer Personas

## Module 2: Website Planning & Optimization

- Importance of a Business Website
- WordPress vs. Custom Development for Websites
- Website Speed, SEO, & Mobile Optimization
- Landing Pages & Conversion Optimization

## Module 3: Search Engine Optimization (SEO)

- SEO Basics & Ranking Factors
- Keyword Research & Competitor Analysis
- On-Page SEO (Meta Tags, URLs, Content Optimization)
- Off-Page SEO (Backlinks, Guest Posting, Outreach)
- Technical SEO (Site Speed, Schema Markup, XML Sitemaps)
- SEO Tools (Google Search Console, Ahrefs, SEMrush)

## Module 4: Search Engine Marketing (SEM) & Google Ads

- Introduction to Pay-Per-Click (PPC) Advertising
- Google Ads Campaign Setup & Structure
- Keyword Bidding Strategies & Ad Copywriting
- Remarketing & Display Ads

- Google Ads Analytics & Performance Tracking

## **Module 5: Social Media Marketing (SMM)**

- Facebook, Instagram, LinkedIn, Twitter, TikTok, Pinterest Marketing
- Social Media Advertising (Facebook & Instagram Ads)
- Content Strategies for Social Media Growth
- Influencer Marketing & Brand Collaborations

## **Module 6: Content Marketing & Blogging**

- Importance of High-Quality Content
- Creating Engaging Blog Posts & Articles
- Video Marketing Strategies (YouTube, Reels, Shorts)
- Storytelling in Digital Marketing

## **Module 7: Email Marketing & Automation**

- Building & Growing an Email List
- Email Campaign Strategies (Newsletters, Drip Campaigns)
- Email Automation Tools (Mailchimp, HubSpot, ActiveCampaign)
- A/B Testing & Email Deliverability

## **Module 8: Affiliate & Influencer Marketing**

- Understanding Affiliate Marketing Models
- Choosing the Right Affiliate Networks (Amazon Associates, CJ, ShareASale)
- Tracking Affiliate Conversions & ROI
- Working with Influencers & Brand Ambassadors

## **Module 9: E-commerce Marketing & Conversion Optimization**

- Shopify & WooCommerce Marketing Strategies
- Conversion Rate Optimization (CRO) Techniques
- Retargeting Strategies & Abandoned Cart Recovery
- Customer Retention & Loyalty Programs

## **Module 10: Digital Analytics & Performance Tracking**

- Google Analytics Setup & Interpretation
- UTM Tracking & Campaign Performance Analysis
- Measuring Key Performance Indicators (KPIs)

- Data-Driven Marketing & Decision-Making

## **Module 11: Online Reputation Management (ORM)**

- Managing Brand Reputation Online
- Handling Negative Reviews & Crisis Management
- Building Positive Customer Engagement
- Trust & Transparency in Digital Marketing

## **Module 12: Advanced Digital Marketing Strategies & Trends**

- Artificial Intelligence (AI) in Marketing
- Voice Search & AI Chatbots
- Growth Hacking Techniques
- Future of Digital Marketing

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### **Final Project & Certification Preparation**

- Hands-on Digital Marketing Project
- Creating a Marketing Strategy for a Real Business
- Google Digital Garage, HubSpot, & Facebook Blueprint Certifications
- Career Opportunities & Freelancing in Digital Marketing