



COURSE NAME

Digital Marketing

COURSE DURATION

Three days

COURSE DESCRIPTION

The Digital Marketing Training Course is designed to provide participants with comprehensive knowledge and practical skills required to excel in the dynamic field of digital marketing. This course covers a wide range of topics, techniques, and strategies used in the digital marketing industry to effectively promote products, services, and brands in the online realm.

COURSE OBJECTIVES

- Understand the fundamental concepts and principles of digital marketing.
- Gain knowledge of various digital marketing channels and platforms.
- Develop skills to create and implement successful digital marketing campaigns.
- Learn effective strategies for targeting and reaching the right audience.
- Understand the role of analytics and data in digital marketing decision-making.
- Develop skills in search engine optimization (SEO) and search engine marketing (SEM).
- Learn how to create engaging content for digital marketing purposes.
- Explore social media marketing and advertising techniques.
- Understand email marketing strategies and best practices.
- Gain knowledge of mobile marketing and its unique considerations.
- Learn about online advertising methods, including display ads and video ads.
- Understand the importance of branding and reputation management in digital marketing.
- Explore emerging trends and technologies in the field of digital marketing.

COURSE OUTLINES

DAY ONE

Introduction to Digital Marketing



- Overview of digital marketing
- Digital marketing trends and industry landscape
- Role of digital marketing in business growth

Digital Marketing Channels and Platforms

- Website design and optimization
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Social media marketing (SMM)
- Email marketing
- Mobile marketing
- Online advertising

Creating Effective Digital Marketing Campaigns

- Setting marketing objectives and goals
- Target audience identification and segmentation
- Developing a digital marketing strategy
- Content creation and marketing
- Campaign implementation and management
- Conversion tracking and optimization

DAY TWO

Analytics and Data in Digital Marketing

- Introduction to marketing analytics
- Data collection and analysis tools
- Key performance indicators (KPIs) and metrics
- Data-driven decision-making in digital marketing
- A/B testing and experimentation

Social Media Marketing and Advertising

- Social media platforms and their features
- Creating engaging social media content
- Social media advertising strategies
- Influencer marketing
- Community management and customer engagement



Email Marketing and Automation

- Building an email marketing list
- Creating effective email campaigns
- Email automation and personalization
- Email deliverability and best practices

DAY THREE

Mobile Marketing

- Mobile marketing trends and opportunities
- Mobile-responsive design
- App marketing and optimization
- Location-based marketing
- SMS marketing

Online Advertising Methods

- Display advertising
- Video advertising
- Programmatic advertising
- Retargeting and remarketing
- Ad networks and ad exchanges

Branding and Reputation Management

- Importance of branding in digital marketing
- Building and managing brand reputation
- Online reviews and reputation monitoring
- Crisis management in the digital age

Emerging Trends in Digital Marketing

- Artificial intelligence and machine learning in marketing
- Voice search optimization
- Chatbots and conversational marketing
- Virtual and augmented reality in marketing

TRAINING METHODOLOGY:



- Pre-assessment
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- slides and handouts
- Post-assessment

DELIVERY METHOD:

- In person
- Online