Course Title: Digital Marketing: Strategies and Tools

Course Duration: 12 Weeks

Course Objective: To provide students with a thorough understanding of digital marketing principles, strategies, and tools, and to equip them with practical skills to implement digital marketing campaigns effectively.

Week 1: Introduction to Digital Marketing

- **Overview of Digital Marketing**
  - Definition and scope
  - Importance in the modern business environment
- **Traditional vs. Digital Marketing**
  - Key differences and similarities
- **Digital Marketing Channels**
  - Overview of major channels (SEO, SEM, Social Media, Email, Content Marketing, etc.)

Week 2: Digital Marketing Strategy and Planning

- **Creating a Digital Marketing Strategy**
  - Setting objectives and KPIs
  - Target audience analysis
  - Competitor analysis
- **Budgeting and Resource Allocation**
- **Digital Marketing Funnel**
  - Awareness, consideration, conversion, and retention

Week 3: Search Engine Optimization (SEO)

- **Understanding Search Engines**
  - How search engines work
  - Algorithms and ranking factors
- **On-Page SEO**
  - Keyword research and optimization
  - Meta tags, headings, and content optimization
- **Off-Page SEO**
  - Link building strategies
  - Social signals and brand mentions

Week 4: Search Engine Marketing (SEM) and Pay-Per-Click (PPC) Advertising

- **Introduction to SEM**
  - Difference between SEO and SEM
- **Google Ads and PPC Basics**
  - Ad auction, bidding, and budget setting
- **Creating Effective Ad Campaigns**
  - Ad copywriting, targeting, and optimization
- **Performance Measurement**
  - Metrics and analytics

Week 5: Social Media Marketing

- **Understanding Social Media Platforms**
  - Major platforms overview (Facebook, Instagram, Twitter, LinkedIn, etc.)
- **Content Creation and Curation**
  - Visual and written content
  - Content calendars and scheduling
- **Engagement Strategies**
  - Community building, influencers, and partnerships
- **Social Media Advertising**
  - Platform-specific ad formats and strategies

Week 6: Content Marketing

- **Content Marketing Fundamentals**
  - Importance and benefits
- **Content Creation**
  - Types of content (blogs, videos, infographics, etc.)
  - Storytelling and brand voice
- **Content Distribution**
  - Channels and methods
- **Measuring Content Success**
  - Analytics and KPIs

Week 7: Email Marketing

- **Introduction to Email Marketing**
  - Benefits and best practices
- **Building an Email List**
  - Techniques and tools
- **Designing Effective Email Campaigns**
  - Templates, copywriting, and personalization
- **Automation and Segmentation**
  - Email workflows and targeting
- **Analyzing Email Campaign Performance**
  - Metrics and optimization

Week 8: Web Analytics

- **Introduction to Web Analytics**
  - Importance of data in digital marketing
- **Google Analytics Basics**
  - Setting up, tracking, and reporting
- **Key Metrics and KPIs**
  - Traffic, conversion rates, bounce rates, etc.
- **Analyzing User Behavior**
  - Heatmaps, user flow, and A/B testing

Week 9: Conversion Rate Optimization (CRO)

- **Understanding CRO**
  - Definition and significance
- **Optimizing Website Elements**
  - Landing pages, forms, and calls-to-action (CTAs)
- **A/B Testing and Multivariate Testing**
  - Methodologies and tools
- **Customer Journey Mapping**
  - Enhancing user experience

Week 10: Digital Marketing Tools and Technologies

- **Overview of Digital Marketing Tools**
  - SEO, SEM, social media, and content tools
- **Marketing Automation Platforms**
  - Benefits and applications
- **CRM and Customer Data Platforms**
  - Data management and integration