

DIGITAL MARKETING

TRAINING COURSE BROCHURE



- Why Choose XCoders?
- **X** Hands-on projects for real-world experience
- ***** Guaranteed Internships with stipends up to ₹12,500!
- (Terms and conditions apply)
- **100% Placement Assistance** to help you secure your dream job!
- **5 to 10 Interview Calls** Tailored support to help you land your ideal job.



Module 1: Digital Marketing Fundamentals

Introduction to Digital Marketing

- Introduction to Digital Marketing:
 - What digital marketing is, its importance in today's world, and how it differs from traditional marketing.
 - Understanding the digital consumer journey and the marketing funnel.
- Key Channels of Digital Marketing:
 - Overview of digital marketing channels like SEO, SEM, social media, content marketing, email marketing, and paid advertising.
 - How these channels work together to create a cohesive digital marketing strategy.



Create a digital marketing strategy for a hypothetical business, outlining how you would utilize various channels (SEO, social media, email marketing, etc.) to achieve business goals like lead generation or brand awareness.

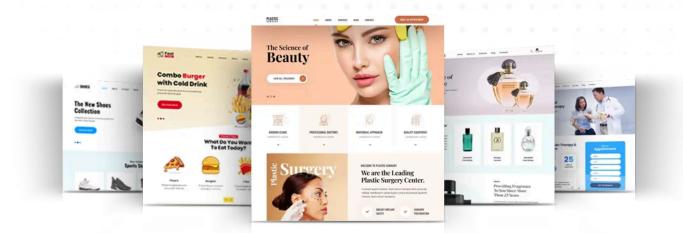
Module 2: Website Planning and Development

Website Planning and Development

- Understanding Website Structure:
 - Learn the basics of website architecture and user flow.
 - Key components of a high-conversion website, including headers, footers, call-to-actions (CTAs), and content placement.
- Building a Website:
 - Set up a WordPress site or any content management system (CMS).
 - Install themes, plugins, and optimize the website for user experience (UX) and mobile responsiveness.



Build a fully functional WordPress website, including essential pages (Home, About, Contact)





Module 3: Search Engine Optimization (SEO)

Search Engine Optimization (SEO)

On-Page SEO:

- Learn the process of optimizing individual web pages to rank higher on search engines.
- Topics include meta tags (title, description), headings (H1, H2), alt text for images, keyword placement, and internal linking strategies.

Off-Page SEO:

- Techniques to increase website authority through external means like link building, guest posting, and social sharing.
- Understanding how backlinks from authoritative websites can improve a website's ranking.

Technical SEO:

 Understanding how to improve website performance through faster page loading, mobile optimization, XML sitemaps, and resolving issues like duplicate content.

SEO Tools:

 Tools like Google Search Console, SEMrush, Ahrefs, and Moz to track keyword rankings, backlinks, and overall website health.



Conduct an SEO audit for an existing website, identifying areas for improvement. Perform on-page optimization (meta tags, content, alt text), and off-page optimization (link building). Use Google Search Console and other SEO tools to monitor and report improvements.

Module 4: Search Engine Marketing (SEM) and Google Ads

Search Engine Marketing (SEM) and Google Ads

Introduction to SEM:

- Learn about paid advertising on search engines, focusing on how it differs from SEO.
- Introduction to Google Ads (formerly AdWords) and how to create effective ad campaigns.

Google Ads Setup:

- Setting up a Google Ads account and understanding different types of campaigns: Search, Display, Video, Shopping.
- Importance of keyword research, creating ad groups, and writing compelling ad copies.
- Bidding strategies (manual vs. automated bidding) and how to set budgets effectively.

• Campaign Optimization:

- Learn to track and optimize your campaigns based on click-through rates (CTR), conversion rates, and cost-per-click (CPC).
- Use A/B testing to improve ad performance and get better ROI.



Set up a complete Google Ads search campaign for a product or service. Conduct keyword research, design effective ads, and optimize the campaign for performance. Measure campaign success using metrics like CTR, CPC, and conversion rates.



Module 5: Social Media Marketing

Social Media Marketing

Understanding Social Media Platforms:

- Learn about the most popular social media platforms (Facebook, Instagram, Twitter, LinkedIn) and their target audiences.
- How to tailor content strategies for each platform based on user behavior.

Social Media Strategy:

- Develop organic and paid strategies for social media growth.
- Learn how to create engaging content that increases engagement (likes, shares, comments).
- How to build a social media calendar and plan posts in advance.

Paid Social Media Advertising:

- Learn about Facebook Ads Manager and Instagram Ads.
- How to create and manage social media campaigns, targeting specific demographics, behaviors, and interests.
- Best practices for retargeting ads and maximizing conversions.

Course Project
Social Media
Campaign

Create a complete social media marketing campaign for a product or service. Plan posts, create visuals, and set up a paid campaign on Facebook or Instagram. Analyze results (engagement, impressions, clicks) and report on campaign performance.

Module 6: Email Marketing

Email Marketing

Introduction to Email Marketing:

- Learn about different types of email campaigns (newsletters, promotional, transactional) and how they fit into a digital marketing strategy.
- How to build and segment email lists for better targeting.

Creating Email Campaigns:

- Best practices for writing subject lines and email content that encourage open rates and clickthrough rates.
- Designing mobile-friendly, visually appealing emails using tools like Mailchimp.

Automation and Analytics:

- Automating email campaigns using triggers and workflows.
- Measuring email campaign performance using open rates, CTR, and conversions.

Course Project
Automated Email
Campaign

Design a complete email marketing funnel using tools like Mailchimp or ConvertKit. Set up a welcome series, nurture sequence, and promotional emails. Use automation and track performance to optimize for engagement and conversions.



Module 7: Analytics and Data-Driven Marketing

Analytics and Data-Driven Marketing

- Understanding Google Analytics:
 - Learn how to set up Google Analytics, track traffic, and set goals for your website.
 - Understand key metrics like bounce rate, session duration, traffic sources, and conversion tracking.

Analyzing Campaigns:

- Learn to analyze the performance of your digital marketing campaigns using data.
- Focus on making data-driven decisions to improve ROI.
- Course Project

 Analyze Website

 and Campaign

Set up Google Analytics for a website and track key metrics over time. Analyze the data to make recommendations for improving user experience and campaign performance.

Module 8: Content Marketing and Blogging

Content Marketing and Blogging

- Role of Content in Digital Marketing:
 - How to use content (blog posts, infographics, videos) to attract, engage, and convert
 customers.
 - Importance of storytelling and how it influences brand perception.
- Content Creation and Optimization:
 - Writing SEO-friendly blog posts and articles.
 - How to create shareable content that resonates with the audience.
 - Learn how to use content calendars to plan consistent posting.
- Course Project
 Blog Strategy for
 a Website

Develop a content marketing plan for a website, including topics, keywords, and publishing schedules. Write and optimize at least two blog posts using SEO best practices.





Module 9: Affiliate Marketing and Influencer Marketing

Affiliate Marketing and Influencer Marketing

Affiliate Marketing:

- Learn how affiliate marketing works and how to set up an affiliate program for your business.
- Understanding tracking methods, commission structures, and tools for affiliate marketing.

Influencer Marketing:

- How to work with influencers to promote your products or services.
- Finding the right influencers and measuring the success of influencer campaigns.
- Course Project

 Affiliate or
 Influencer

Create a plan for an affiliate or influencer marketing campaign. Identify potential partners/influencers, set up tracking mechanisms, and outline KPIs to measure campaign success.

Module 10: Online Reputation Management (ORM)

Online Reputation Management (ORM)

• Introduction to ORM:

- Why online reputation matters and how it can impact your business.
- Tools and techniques to monitor and manage your brand's reputation online (Google Alerts, Mention).

Dealing with Negative Reviews:

- Best practices for responding to negative reviews and handling customer complaints in the digital space.
- How to encourage positive reviews and build a strong brand reputation.
- Course Project
 ORM Strategy

Develop an ORM plan for a business. Use monitoring tools to track brand mentions, manage online reviews, and create a strategy for improving the brand's online reputation.

