

## Digital Marketing Training Course outlines

<b>Contents</b>	<b>Course outlines</b>	<b>Credit hours</b>
<b>Digital Marketing Fundamental</b>	Concept Of Digital Marketing	2 Hours
	Scope & Career In Digital Marketing	
	International Digital Marketing Practices	
<b>Content Market- ing</b>	Introduction to Content Marketing	6 Hours
	Content Creation	
	Content Strategy	
	Content Curation & Repurposing	
	Graphics Designing with Canva	
	Creating a Video with Canva	
	Copywriting	
<b>Social Media Mar- keting</b>	Intoduction to Social Media Marketing	8 Hours
	Facebook Marketing	
	Instagram Marketing	
	Pinterest Marketing	
	Linkedin for Brand Awareenes	
	Paid Ad	
	Targeting the right audience	
	Niche Marketing	
	Introduction to Quora	
	Introduction to Reddit	
<b>SEO</b>	Introudction to SEO	12 Hours
	Technical & Local SEO	
	On - Page SEO	
	Off - Page SEO	
	Lead Generation	
	SEO Content Writing	
	Keyword Research	
	Website Audit & SEO Tools	

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<b>SEM</b>	Introduction to SEM & PPC	8 Hours
	Google Ads Concept	
	Google Ads Campaign Planning	
	Youtube Ads	
	Keyword Planning and Keyword Types	
	Google Ads Copywriting	
	Google Ads Optimizing	
<b>Analytics &amp; On-line Tools</b>	Google Analytics	4 Hours
	Conversion Tracking, Remarketing & Retargeting	
	Google Trends	
	Answer The Public	
	Also Asked	
	And few more	
<b>Email Marketing</b>	Creating an Email Template	3 Hours
	Composing an Email that converts	
	Lead Generation	
	Audience Targeting	
	Campaign Setup and Creation	
	Email Analytics	
	Email Strategy	
<b>Master Campaign</b>	Creating a Campaign from Scratch	Assignment
<b>Total</b>		45 Hours / 1 Month