

Syllabus

DIGITAL MARKETING



Offered by

MORIGAON COLLEGE, MORIGAON

2020-2021

Department of Commerce

DIGITAL MARKETING

Duration 30 class

Syllabus

1. Introduction to Digital Marketing

- What is Digital Marketing?
- Difference between traditional marketing and digital marketing
- Importance of digital marketing
- Trends and scenario of the industry
- How can digital marketing be the ultimate tool for success for businesses?
- How to use digital marketing to increase sales?
- How to conduct a competitive analysis?
- Case studies regarding strategies involved.

2. Planning and creating a website

- Brand awareness, credibility, and delivery among consumers
- WordPress
- Practical demonstration on how to create a website
- Adding content, installing and activating plugins
- How to incorporate design and other elements into the website

3. Search Engine Optimisation (SEO)

- What is SEO?
- History & Growth of SEO
- On-Page Optimization
- Off-Page Optimization
- Keywords
- Google AdWords

4. Search Engine Marketing (SEM)

- Introduction to SEM
- Campaign Creation

- Google AdWords
- Ad Creation, Approval & Extensions
- Site Targeting
- Keyword Targeting
- CPC, CPA & CPM Based Accounts
- Demographic Targeting/ Bidding

5. Social Media Marketing

- Definition of Social Media Marketing & social media
- Blogging
- Social Networking
- Video Creation & Sharing
- Use of Different Social Media Platforms
- Content Creation

6. Content Strategy

- Blogging
- Article Marketing
- CTC via Content
- Promotions
- Guest Blogging
- Content Marketing Tools

7. Web Analytics

- Introduction to Web Analytics
- Introduction to Audience Reports, Traffic & Content Report
- Campaign Tagging & Reporting
- Linking
- Using Google AdWords Data
- Real-Time Data

8. Email Marketing

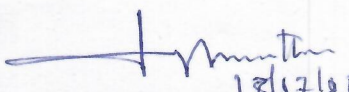
- Importance of Email Marketing
- Email Marketing Platforms
- Creating & Tracking E-Mailers
- Open Rates & CTR of e-Mailers
- Create Forms
- Create Opt-in Lists

9. E-Commerce Management

- Management of E-Commerce Store
- Ensuring Positive Customer Experience
- E-Commerce Marketing
- Inventory Management
- Product Keyword Research
- Supply Chain Management
- Uploading Products to Website
- Selling, Packaging & Shipping

Practical

- {Practical} How and where to register domain name?
- {Practical} What is hosting? How to purchase hosting?
- {Practical} How to create a blog using a blogger platform?
- {Practical} How to manage a blog as a professional blogger?
- {Practical} How to earn money from blogging using Google AdSense?
- {Practical} How to create Google Ads?
- {Practical} What is Google Analytics (Overview and Integration)
- {Practical} How to create Ads for E-commerce website (website traffic), Lead Generating (Calls)
- {Practical} How to create Mobile Marketing (Calls)/ Banner Ads/ Youtube Videos Ads?
- {Practical} How to analyse keywords ranking?
- {Practical} What is sitemaps.xml? Importance of sitemaps.xml in digital marketing.
- {Practical} How to boost website ranking by adding keywords?
- {Practical} How to maintain Facebook Pages for SMO?
- {Practical} Types of Facebooks Ads for Facebook/Instagram/Messenger
- {Practical} How to create different type of facebook ads to boost your page likes/follows/generate leads/calls/website traffic?
- {Practical} How to manage twitter/Instagram/Linkedin accounts?
- {Practical} How to use a hootsuite dashboard?
- {Practical} How to get work from a freelancing website?


18/17/21
Principal & Secretary
Morigaon College