



DIGITAL MARKETING

Introduction

- Introduction to Digital Marketing
- Creating a Smooth online experience
- Why care about online marketing
- Channels for Online Promotion
- Deciding the outline for online Marketing

Promoting your Business

- Business Marketing and Advertising
- Blogging and social Media
- Digital Influencer Marketing
- Search Engine Marketing

Online Marketing legal Concerns

- Laws on Online marketing , data Privacy, and cybercrime
- Online Shopping Policies
- Digital Marketing Policies

Content Marketing

- Designing Content for online market place
- Distributing Content
- Content Marketing Channels



- Developing relevant Infographics
- Optimizing Digital Assets
- Developing UX Design
- Categorizing product lists in E-commerce Store

Getting Started with Search

- Search engine Basics
- How Search Engine works
- How Search Engine see the webpage
- Paid Search
- Google Search Console

Getting discovered with Search

- Introduction to Search engine Optimization
- The SEO Process
- How to Choose perfect keyword
- Setting realistic SEO goals
- Online Marketing
- Online Advertising overview
- Types of Display Advertising
- Buying Online Advertising
- How to run an Online Ad Campaign

Search Engine Marketing

- Introduction to Search Engine Marketing (SEM)
- The SEM Auction
- What makes a good Keyword



- Make your ad stand out
- Achieve relevance with good structure
- Get the most keyword
- A/B testing

Social Media Marketing

- Introduction to Social Media Marketing
- Social Media Strategy
- Customer Management
- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Pinterest Marketing
- Blogging
- Instagram
- Other Emerging Social Media Platforms (Tumblr, Periscope, etc.)
- Social Media Marketing Tools (IBM Bluemix, Klout, etc.)
- Crisis Management
- Measuring ROI

Video Marketing

- Rise of online video
- How video fits into your online video strategy
- Creating video content
- Sharing and promoting video
- Advertising on video sites
- Measuring video performance



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Mobile Marketing

- Introduction to Mobile Marketing
- Search campaigns for mobile
- Display Campaigns for mobile
- Social Media Campaigns for mobile
- Video for mobile

Email Marketing

- Email Marketing Basics
- Email Marketing options
- Crafting great marketing deals
- Managing Successful email campaigns
- Measuring success in email marketing