

4-Week Digital Marketing Course



Arjunvision

Vision that leads you

Week 1: Introduction to Digital Marketing

- Introduction to Digital Marketing
- What is Digital Marketing?
- Importance in Today's Business World
- Traditional Marketing vs. Digital Marketing
- Key Channels in Digital Marketing
- Search Engine Optimization (SEO)
- Content Marketing
- Social Media Marketing
- Email Marketing
- Pay-Per-Click (PPC) Advertising
- Setting Goals and KPIs
- SMART Goals
- Measuring Success

Week 2: SEO and Content Marketing

- Understanding SEO - On-page
SEO - Off-page SEO - Technical
SEO - Keyword Research - Tools
for Keyword Research - Long-tail
vs. Short-tail Keywords

- Content Marketing
- Importance of High-Quality Content
- Blogging and Article Writing
- Content Distribution Channels



Week 3: Social Media and Email Marketing

- Social Media Marketing
- Overview of Popular Platforms (Facebook, Instagram, LinkedIn, Twitter)
- Creating Engaging Content
- Paid Advertising on Social Media
- Email Marketing
- Building an Email List
- Crafting Effective Emails
- A/B Testing and Optimization

Week 4: Analytics, PPC, and Future Trends

- Analytics and Reporting
- Google Analytics Overview
- Understanding Data and Metrics
- PPC Advertising
- Basics of Google Ads
- Bidding Strategies
- Measuring ROI in PPC
- Future Trends in Digital Marketing
- AI and Automation