

Digital Marketing Mastery Course Outline

Duration: 5 to 7 weeks

Flexible timings

Module 1: Introduction to Digital Marketing

- What is Digital Marketing?
- Digital vs. Traditional Marketing
- Key Channels of Digital Marketing.

Module 2: Social Media Marketing (SMM)

- Overview of Social Media Platforms (Facebook, Instagram, LinkedIn, TikTok, X)
- Building a Social Media Strategy
- Social Media Content Planning & Calendars
- Content ideas
- Editing and designing content including Reels
- Community Building & Engagement Tactics
- Influencer Marketing & Collaborations
- Analytics & Performance Tracking

Module 3: Search Engine Optimization (SEO)

- Introduction to SEO & How Search Engines Work
- Keyword Research & Tools (SEMRush, Ubersuggest, Google Keyword Planner)
- On-Page SEO (meta tags, headings, URL structure, keyword optimization)
- Off-Page SEO (backlinks, guest posts, digital PR)
- Technical SEO (site speed, mobile-friendliness, indexing)
- Google Search Console and Analytics

- Local SEO (Google Business Profile Optimization)
- GEO vs SEO

Module 4: Content Creation & Writing

- Understanding Content Marketing
- Types of Content (blogs, reels, carousels, infographics, podcasts)
- Storytelling for Brands
- Copywriting vs. Content Writing
- Writing for SEO (keywords, readability, intent)
- Tools for Content Writing

Module 5: Meta Ads (Facebook & Instagram Ads)

- Introduction to Paid Social Advertising
- Meta Business Suite & Ads Manager Walkthrough
- Campaign Objectives (Awareness, Consideration, Conversion)
- Audience Targeting & Custom Audiences
- Budgeting & Bidding Strategies
- Creative Best Practices (ad copy, visuals, CTAs)
- Analyzing & Optimizing Ad Performance
- Module 6: Google Ads (Search & Display)

Introduction to Google Ads Ecosystem

- Types of Campaigns (Search, Display, Video, Shopping)
- Keyword Match Types & Bidding Strategies
- Writing High-Converting Ad Copy

- Quality Score & Ad Rank Explained
- Conversion Tracking & Analytics