

Certificate In Digital Marketing

Chapter 1: The Fundamentals of Digital Marketing

1. Understanding the fundamental approach of Digital Marketing

Chapter 2: All about Blogging | Become a blogger?

1. Covering everything about Blogging and examples
2. What is domain and hosting & how to buy your own domain
3. What is blogger and How to create a blog in blogger
4. What is Wordpress and how to use wordpress

Chapter 3: Search Engine Optimization

1. SEO Introduction
2. Keyword Algorithm
3. Crawling & Indexing
4. Practical On Page & Of Page Session

Chapter 4: Social Media Marketing

1. What is SMM, how to create a SMM Campaign
2. Different SMM Campaign Examples and tools of SMM

Chapter 5: Email Marketing

1. Email Marketing, Objectives, Different types of Emails
2. Setting up an Email Marketing Tool and designing a template
3. Designing a Email Campaign
4. Designing & Sending Bulk Mail

Chapter 6: Content Marketing

1. Content Marketing Introduction
2. Content Marketing Campaign Example
3. Different types of CM, How to use CM tools

Chapter 7: Google Analytics

1. Introduction to google Analytics and Objectives
2. How to use Google Analytics for Digital Marketing

Chapter 8: Digital Marketing Strategy

1. What is a Digital Marketing Strategy and Objectives
2. What is the roadmap to design a DM Strategy