

JDNET TECHNOLOGIES

(ISO 9001:2015 CERTIFIED INSTITUTION)

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DIGITAL MARKETING



TRAINING COURSES FOR ALL DEPARTMENTS



DIGITAL MARKETING COURSE SYLLABUS

1. Introduction to Digital Marketing

- What is Digital Marketing & its importance
- Traditional Marketing vs Digital Marketing
- Digital marketing channels overview
- Key metrics & KPIs
- Customer journey & buyer personas

2. Website & SEO Basics

- Basics of websites and landing pages
- Introduction to Search Engine Optimization (SEO)
- On-page SEO: meta tags, headings, keywords, alt text
- Off-page SEO: backlinks, social signals
- Tools: Google Search Console, SEMrush, Ubersuggest

3. Content Marketing

- Importance of content in digital marketing
- Types of content: blogs, videos, infographics, podcasts

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- Content strategy & planning
 - Writing engaging content for target audience
 - Tools: Canva, Grammarly, WordPress

4. Social Media Marketing (SMM)

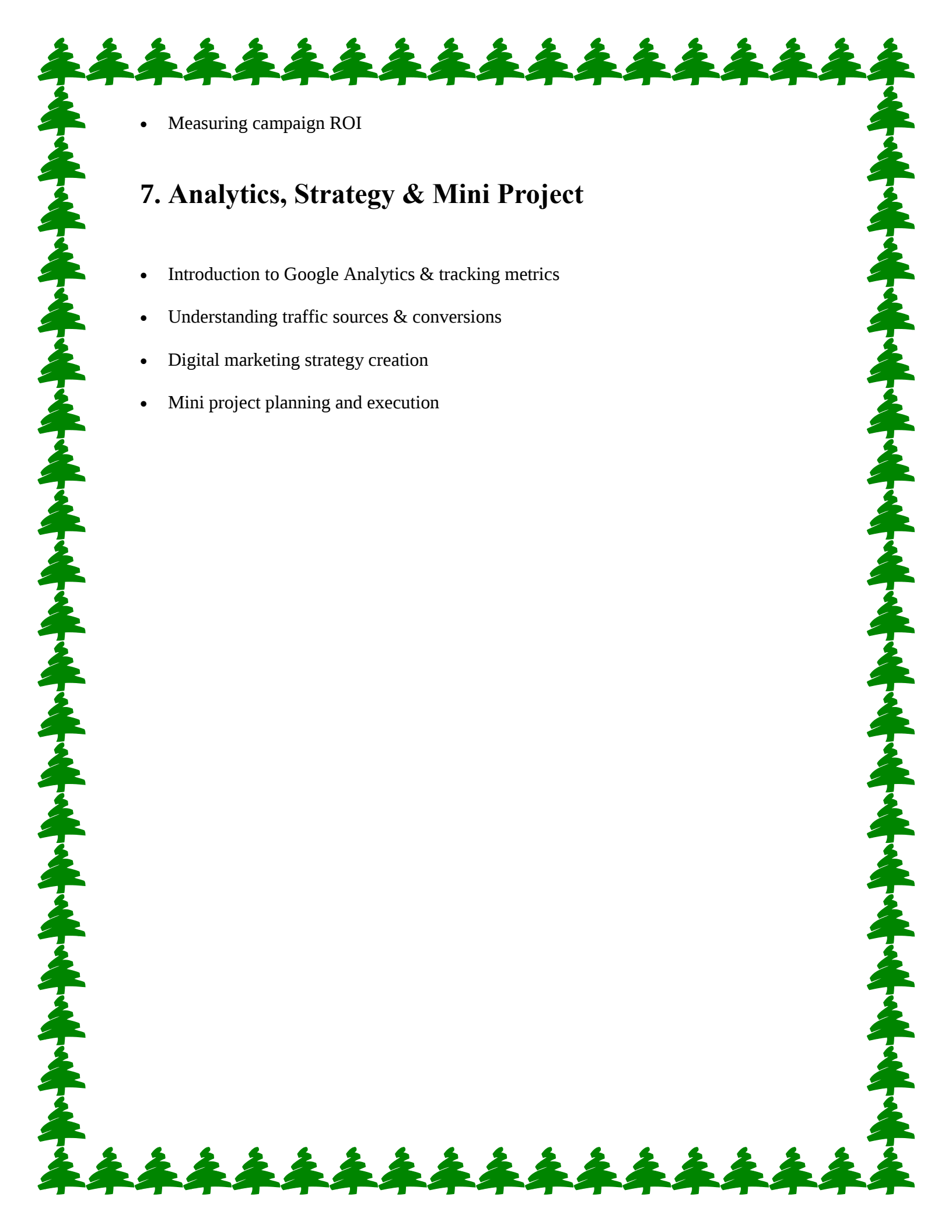
- Introduction to platforms: Facebook, Instagram, LinkedIn, Twitter, YouTube
- Social media content strategy & engagement techniques
- Paid ads: Facebook Ads, Instagram Ads
- Analytics & measuring social media performance

5. Email Marketing & Automation

- Email marketing strategy & best practices
- Building email lists & segmentation
- Tools: Mailchimp, Sendinblue, HubSpot
- Automating campaigns & drip emails
- Analyzing open rates, CTR, and conversions

6. Pay-Per-Click (PPC) & Google Ads

- Introduction to PPC marketing
- Google Ads overview
- Creating campaigns, ad groups, and keywords
- Understanding CPC, CTR, quality score

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- Measuring campaign ROI

7. Analytics, Strategy & Mini Project

- Introduction to Google Analytics & tracking metrics
- Understanding traffic sources & conversions
- Digital marketing strategy creation
- Mini project planning and execution



Connect With Us

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