

## Introduction

- Digital World
- HYPE vs HELP
- Understanding the Marketing Strategy
- Introduction to Keywords
- Inbound Vs Outbound Marketing

## Content

- Content Marketing
- Copywriting
- Storytelling
- Metaphors
- Tips & Tricks

## Graphics

- Designing Graphics using Canva
- Post sizes for Social Portals
- Introduction Grids, Stories, reels, Carousel
- Basics of Adobe Photoshop background Removal & Pen tool
- Image resources
- Color Psychology
- Font Selection

## Introduction to CMS

- CMS platforms
- Wordpress
- Wordpress Dashboard
- Introduction to theme
- Introduction to Page Builder
- Site Title, Tagline, Favicon
- Settings Overview

## Elementor

- Designing pages with elementor
- Sections, Columns, Widgets
- Elementor Editor
- Hero Section Designing
- Designing Elements: Layout, Content & Advanced Setting

## Introduction to SEO

- Need to SEO
- Types of SEO
- Internal and External Links

## On Page SEO

- Website Audit
- Tags
- Errors
- Redirections
- Schema
- LSI
- Core Web Vitals
- Topic cluster

## Off SEO

- DA, PA, Spam Score, Link Equity
- Introduction to Moz
- Do Follow Links
- No Follow Links
- Backlinks Creating Categories And Strategies
- Backlink Checker
- Semantic SEO
- Listings & Submission
- Social Bookmarking (Pinterest)

## Intro to Social Portal

- Social Media Platform
- Audience on Social Media
- Social Media Strategy
- Connection-Interaction-Data
- Neuro Marketing

## FB & IG

- FB Account Settings
- FB Page Creation & Optimization
- Instagram Account Creation & Optimization
- Posting & Content Calendar
- Business Account & Ad Account Creation & handling
- Hashtag Strategy
- Instagram Reels & Guide
- Instagram Ad

## Ad Campaign Management

- Ad Campaign- Ad Set- Ads
- Objective-Budget-Audience
- Placements-Creatives-Tracking
- Pixel Integration
- Catalog

## Influencer Marketing

- Influencer Marketing Statistics
- Types of social media influencers
- Case Studies

## ORM

- Perception & Fact
- How to Manage Complaints on Social Portals
- Case Studies

## Email Marketing

- Need & Benefits
- How to write your email copy
- Best email Practices
- Newsletter Designing

## Personal Branding

- What is Personal Branding
- Its Importance for Professionals
- How to Build
- Tips & tricks

## Funnel

- Digital Marketing Funnel Vs Traditional Marketing Funnel
- Benefits & Strategies
- Case Study

## Youtube Channel

- Creating Youtube Channel
- Introduction Youtube Studio
- Posting Videos & Shorts
- Playlist and Editor Section
- Tips & Tricks

## Ad Terms

- Ad Rank-Quality Score -CPC-CTR
- Google Search Network
- Google Display Network
- Match Type Keywords
- Negative Keywords

## Campaign

- Campaigns-Ad groups-Ads
- Objective
- Setup an Ad campaign
- Google Merchant Store
- Refining Campaigns

## Search Console & GA4

- How to Get Started & Verify Property
- Acquaintance with Dashboard
- Audience & Events • Goals & Conversions

## Final Milestone

- Interview Preparation
- Resume Building Tips
- Final Assignment