



Digital Marketing Essentials

7-Week Training Course

WEEK	LESSON	DESCRIPTION
1	Introduction to Digital Marketing	<ul style="list-style-type: none">• Understanding the role of digital marketing in today's business landscape• Overview of key digital marketing concepts and terminology• Introduction to digital marketing channels and strategies
2	Website Development and Optimization	<ul style="list-style-type: none">• Principles of website design and user experience (UX)• Creating and optimizing websites for search engines (SEO)• Implementing conversion rate optimization (CRO) techniques
3	Social Media Marketing	<ul style="list-style-type: none">• Leveraging social media platforms for marketing purposes• Creating engaging content and managing social media campaigns• Utilizing social media analytics and measurement tools
4	Pay-Per-Click (PPC) Advertising	<ul style="list-style-type: none">• Introduction to paid advertising models (Google Ads, Facebook Ads, etc.)• Setting up and managing effective PPC campaigns• Monitoring and optimizing PPC performance
5	Email Marketing and Automation	<ul style="list-style-type: none">• Building effective email marketing campaigns• Creating compelling email content and optimizing deliverability• Implementing marketing automation for personalized customer journeys
6	Content Marketing and SEO	<ul style="list-style-type: none">• Developing a content marketing strategy• Creating and distributing valuable content for target audiences• Enhancing visibility and organic search rankings through SEO techniques



7	Digital Analytics and Reporting	<ul style="list-style-type: none">• Introduction to digital analytics tools (Google Analytics, etc.)• Collecting and analyzing data for insights and decision-making• Creating comprehensive reports to measure digital marketing effectiveness
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