

SYLLABUS FOR ADD-ON CERTIFICATE COURSE ON DIGITAL MARKETING

Unit 1: DIGITAL MARKETING:

Introduction to Digital Marketing. Traditional Vs. Digital Marketing, Technology behind Digital Marketing, Characteristics of Digital Marketing, Digital Marketing Strategy, Understanding Digital Consumer

Unit 2: SOCIAL MEDIA MARKETING(SMM):

What is Social Media Marketing, Seven Myths of SMM, Characteristics of Successful Social Media Marketer, Social Media Marketing plan, Social Media Marketing Tools, Publishing Blogs, Podcast and Webinars, Social Media Monitoring, Social Media: Facebook, Twitter?

Unit 3: SEARCH ENGINE OPTIMIZATION (SEO):

Understanding SEO, Search Engine Optimization process – Goals, On-page Optimization, Off-page Optimization and Analyze, Search Engine Result Process (SERP), SEO Tools.

Duration of the Course :-

Add-on Certificate Course the Duration is 30 working Hours.

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Shorts

1) What is social media marketing?

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A. Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

2) What is SEO?

A. SEO - Search engine optimization, or SEO, is technically a marketing tool rather than a form of marketing in itself. It is basically used to optimize your website so it appears on the first page when someone searches for a product or service that you offer.

3. What is Email marketing?

A. Email marketing is another top digital marketing strategy you'll likely want to add to your marketing mix. According to Statista, businesses earn an average of at least \$32 for every dollar spent on email marketing.

4. What is B2B marketing?

A. B2B marketing or business-to-business marketing is the process through which a business informs other businesses about a product or service. Instead of advertising to end consumers, B2B marketing involves one business marketing to decision-makers at other organizations through channels that could include online marketing, physical marketing, paid social, search marketing, editorial content, email, video, events and more.



Essays

1. Explain the features and importance of digital marketing?

A) Features of digital marketing:

Flexibility:

Digital marketing can be done in various ways.

These include email marketing, social media marketing,

The expenses of banner ads, etc.

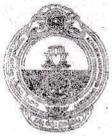
Affordability:

The methods of digital marketing are reasonable as compared to other methods of marketing.

The expenses of advertisement are also in digital marketing.

expansion:

Digital marketing attracts customers who mostly shop online. Your products and services can be advertised through paid campaigns, which will help you



drive relevant traffic to your website quickly.

Interactivity:

Digital marketing allows you to receive reviews, comments, and feedback from the customer. This will help you gain customer trust and bring transparency.

Tracking:

It tracks the most successful campaign, so it makes it easy for people to focus on the area which is bringing more traffic to the site and enhancing the effort over there.

It also gives you insight on communication. Rework can be done if the techniques are not beneficial.

Importance of digital marketing:

Let's discuss the importance of digital marketing in business building.



(a) Affordability :-

Digital marketing is much more affordable than other forms of marketing. It spends less amount of money on advertisements and sponsorships.

(b) High Reach :-

Digital marketing has an astonishingly high reach, which can help brands reach a global audience quickly.

(c) Brand Awareness :-

Digital marketing helps create brand awareness among relevant audiences.

Q. What are the different types of email marketing?

A. We'll cover the following types of marketing emails:

(a) promotional emails.

(b) newsletter emails.

(c) lead nurturing emails.

(c) lead nurturing emails?

Lead nurturing emails are often automated email sequences that help advance potential customers. The automated aspect of these emails saves the time and content investment and makes sure you don't forget to send at a certain stage or let prospect fall out of the funnel.

(d) survey emails?

Survey emails are a data collection method you can use to collect quantitative data from your customers - with surveys or questionnaires sent via email.

(e) milestone emails?

Milestone emails are a chance for you to connect with your customers by highlighting milestones personal to the customer or about their relationship with your company.



Welcome emails

Welcome emails are usually the very first email communication that you have with a potential or current customer. You could send a welcome email after a customer's initial action with your company.

Dedicated emails

Dedicated emails - sometimes called standalone emails are sent to inform your email list of one specific offer. For example, you can use dedicated emails to let customers know about a new resource you've published or invite them to have a very specific CTA, which makes them quicker and easier to measure. These emails aren't sent as regularly as some of the others on this list because they're dependent on the offering or event you're promoting.

3) What are the strategies for enhanced website visibility?

A) Some of the most common off page SEO strategies to boost your website visibility on Google are as follows.

(a) Quality Backlinks:

Getting solid backlinks from authoritative websites is an essential off page SEO tactic.

Google interprets links from other websites as endorsements of your work.

(b) Social media presence

Promote yourself actively on social media. Use social media sites like Facebook, Twitter, and Instagram to share your work. Google's website ranking can be positively impacted by social signals.

(c) Content marketing

Produce good material that can be shared. People are more inclined to link to your material when they find it helpful, which improves off site search.



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1) Guest Posting:

write content for other websites in your industry.

This gives you the chance to obtain useful backlinks in addition to expanding your audience.

2) Online Directories:

Make sure your company is included in the appropriate internet directories. This improves your website's exposure locally and in search results in addition to generating backlinks.

3) Influencer Collaborations:

Join forces with influential people in your sector.

Influencers may greatly increase your Google exposure and reputation by mentioning or linking to your website.



d) survey email

e) milestone email

f) welcome emails

g) dedicated emails.

1a) Promotional emails:

Promotional emails focus primarily on getting the word out about your product or service to potential customers. These emails could share coupons or discounts, provide access to gated content, or announce an upcoming special event.

Newsletter emails:

Newsletter emails are widely used and are usually sent on a regular schedule. These emails may contain company updates, event or promotional announcements, and company blog content.