

# Grab free Digital marketing syllabus PDF now – Latest Edition

## Module 1 Introduction to Digital Marketing syllabus

Understanding the Digital Marketing Landscape  
Evolution and Importance of Digital Marketing  
Digital Marketing vs. Traditional Marketing  
Key Digital Marketing Channels and Strategies  
Emerging Trends in Digital Marketing

## Module 2 – Website Planning and Development

Website Architecture and User Experience (UX)  
Content Management Systems (CMS) Overview  
Domain, Hosting, and Website Security  
Responsive Design and Mobile Optimization  
Website Analytics and Tracking

## Module 3 – Search Engine Optimization (SEO)

Fundamentals of SEO  
Keyword Research and Analysis  
On-Page Optimization Techniques  
Off-Page Optimization Strategies  
Technical SEO  
Local SEO and Google My Business  
SEO Analytics and Reporting

## Module 4 – Pay-Per-Click (PPC) Advertising

Introduction to PPC Advertising

Google Ads: Campaign Setup and Management

Keyword Selection and Ad Copywriting

Bid Strategies and Ad Budgeting

PPC Analytics and Performance Tracking

PPC Optimization Techniques

Remarketing and Display Advertising

PPC Budget Management and ROI

Bing Ads and Other PPC Platforms

PPC Tools: Google Ads, Bing Ads, WordStream

## Module 5 – Social Media Marketing

Social Media Platforms Overview (Facebook, Instagram, Twitter, LinkedIn)

Creating Effective Social Media Content

Building and Engaging a Social Media Community

Social Media Advertising and Targeting

[Google AdSense](#)

Social Media Analytics

Social Media Management Tools – Sprout Social, Hootsuite, Buffer

Influencer Collaboration and Partnerships

Crisis Management and Reputation Building

## Module 6 – Email Marketing .

Building an Email List and Segmentation

Crafting Compelling Email Content  
Email Campaign Management and Automation  
Deliverability and A/B Testing  
Email Marketing Analytics  
Email Personalization and Dynamic Content  
Effective Email Design and Layout  
Regulations and Compliance  
Segment-Specific Campaigns  
Email Marketing Tools: Mailchimp, Constant Contact, HubSpot

## Module 7 – Content Marketing

Understanding Content Marketing Strategy Content Marketing  
Tools – WordPress, Canva, CoSchedule  
Creating High-Quality and Relevant Content  
Content Distribution and Promotion  
Guest Blogging and Influencer Outreach  
Content Marketing Analytics  
SEO and Content Optimization  
Content Calendar and Planning  
Repurposing and Content Recycling  
Content Marketing ROI and Measurement  
Visual Content and Design

## Module 8 – Influencer Marketing

Role of Influencers in Digital Marketing  
Identifying and Connecting with Influencers

Negotiating and Managing Influencer Campaigns

Measuring Influencer Marketing ROI

Micro-Influencers and Niche Markets

Influencer Guidelines and Disclosure

Influencer Relationship Management

Long-Term Influencer Partnerships

Measuring Influencer Impact Beyond Metrics

## Module 9 – Online Public Relations (PR)

- Digital PR vs. Traditional PR
- Building Online Brand Reputation
- Press Release Writing and Distribution
- Crisis Management in the Digital Age
- Social Media Crisis Management
- Media Outreach and Relationship Building
- Content Creation for PR
- Social Media Engagement for PR
- Measuring PR Impact and Effectiveness
- Influencer Collaboration for PR

## Module 10 – Analytics and Data Interpretation

Importance of Data in Digital Marketing

Google Analytics Setup and Navigation

Tracking Website Traffic and User Behavior

Conversion Tracking and Goal Setting

Data Interpretation and Reporting

Attribution Models and Analysis

Segmentation and Custom Reports

E-commerce Analytics and ROI Measurement

Heatmaps and User Experience Analysis

Predictive Analytics and Future Trends

## Module 11 – E-Commerce Marketing

- Introduction to E-Commerce Marketing
- Building and Optimizing E-Commerce Websites
- E-Commerce Business Models
- Creating an E-Commerce Strategy
- E-Commerce Website Design and User Experience
- Product Listings and Descriptions
- E-Commerce SEO and Keyword Optimization
- E-Commerce Content Marketing
- E-Commerce Email Marketing
- E-Commerce Paid Advertising
- E-Commerce Conversion Optimization
- Customer Retention and Loyalty Programs
- E-Commerce Analytics and Performance Measurement

## Module 12 – Mobile Marketing

Introduction to Mobile Marketing

Mobile Consumer Behavior

Mobile App Marketing

Responsive Web Design

SMS and MMS Marketing

Mobile Advertising

Mobile Search Optimization

Mobile Social Media Marketing

Mobile Email Marketing

Mobile Payment Solutions

App Engagement and Retention

Measuring Mobile Marketing Performance

## Module 13 – Video Marketing and Editing

Introduction to Video Marketing

Types of Marketing Videos

Video Editing Software and Tools – Tools such as Adobe Premiere Pro, Final Cut Pro, and more.

Storyboarding and Scriptwriting

Shooting High-Quality Videos

Video Editing Techniques

Visual and Audio Enhancements

Transitions and Effects

Voiceovers and Narration

Video Publishing and Distribution

Video Analytics and Performance Measurement

Live Streaming and Interactive Videos

## Module 13 – Artificial Intelligence (AI) in Marketing

Introduction to AI in Marketing

Types of AI in Marketing

Personalization and Customer Segmentation

AI-Powered Chatbots and Virtual Assistants

Data Analysis and Insights

AI in Content Creation

AI and Email Marketing

AI and Social Media Marketing

AI-Powered Advertising

Ethical Considerations in AI Marketing

Future of AI in Marketing



