

DIGITAL MARKETING



GREENS TECHNOLOGYS

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- Our core competency lies with the advanced and real time experience we have with the current real time experience we have with the current trends in the IT industry. We not only train, but also transform you into a perfect sculpture with our IT development courses for delivering a world class best proven technical solution for various companies.
- Greens Technologys is One – Stop – Solution for all those who are looking for training and learning programs of all types with placements.

DIGITAL MARKETING COURSE SYLLABUS



1. Digital Marketing Introduction (2 days)

Digital marketing refers to the use of digital channels, such as the internet, social media, search engines, email, and other digital platforms, to promote products or services. This introductory course will cover the basic concepts, strategies, and channels used in digital marketing

2. Keyword Research (1 day)

It involves the research of keywords that boost the ranking of a page among the competitors and will be discussed with keyword research tools.

3. Tools (2 days)

This topic will introduce various digital marketing tools that can help streamline and improve marketing efforts. It may include tools for SEO, social media management, email marketing, analytics, and more



5. Google Ads (5 days)

Google Ads, also known as Google AdWords, is an online advertising platform that allows businesses to display ads on Google's search engine and other Google platforms. This topic will delve into creating effective ad campaigns, understanding bidding strategies, and optimizing ad performance.

6. Facebook Ads (5 days)

Facebook Ads are a powerful tool for targeting specific audiences on the world's largest social media platform. This topic will cover various ad formats, audience targeting, budget management, and analyzing ad performance





7. LinkedIn Marketing (1 day)

LinkedIn is a professional networking platform, and marketing on this platform can be effective for B2B businesses. This topic will explore creating engaging content, leveraging LinkedIn groups, and using LinkedIn Ads.

8. Email Marketing (1 day)

Email marketing involves sending targeted emails to a list of subscribers to promote products, services, or content. This topic will cover email automation, segmentation, crafting effective email campaigns, and analyzing email metrics.

9. Content Writing (3 days)

Content writing is the process of creating written content for various platforms, such as websites, blogs, social media, and emails. This topic will cover writing compelling copy, using SEO techniques in content, and maintaining consistency in tone and style.

10. Search Engine Optimization - SEO (3 days)

SEO is the process of optimizing a website to improve its visibility and ranking on search engine result pages. This topic will cover both on-page and off-page SEO techniques, keyword research, backlink building, and best practices for organic traffic growth.

11. SEO Content (2 days)

This topic will focus specifically on creating content that is optimized for search engines. It will cover keyword research, incorporating keywords naturally, and creating valuable content that ranks well.

12. On-Page SEO (2 days)

On-page SEO refers to optimizing individual web pages to improve their search engine rankings. This topic will cover techniques like meta tags, header optimization, URL structure, and internal linking.

13. Technical SEO (2 days)

Technical SEO involves optimizing the technical aspects of a website to improve its search engine visibility. This topic will cover areas like website speed, mobile-friendliness, sitemaps, and crawlability.

14. Copywriting (1 day)

Copywriting is the art and science of crafting persuasive and compelling written content to prompt the reader to take a specific action. In the digital marketing context, copywriting plays a crucial role in creating impactful advertisements, website content, email campaigns, social media posts, and more.

15. Content Marketing (2 days)

Content marketing focuses on creating valuable and relevant content to attract and engage a target audience. This topic will explore content strategy, storytelling, content distribution, and measuring content marketing success.

16. Artificial Intelligence in Marketing (1 day)

AI is revolutionizing the digital marketing landscape with its capabilities in data analysis, personalization, and automation. This topic will explore how AI is used in marketing campaigns and customer experience.



17. Important Strategies (3 days)

This section will cover high-level digital marketing strategies, such as inbound marketing, growth hacking, customer retention strategies, and more.

18. Client Approach (2 days)

Building successful client relationships is crucial for any digital marketing agency or professional. This topic will cover client onboarding, communication, and understanding client goals and expectations.

19. Proposals (2 days)

Writing effective marketing proposals is essential for winning clients and projects. This topic will explore how to structure proposals, showcase expertise, and address client needs.



20. Opportunities in Digital Marketing (2 days)

This topic will explore various career paths and opportunities in the digital marketing industry, including freelancing, agency work, and in-house positions.

21. Real Time Project and Discussing their strategies (2 Days)

This session will be asked to handle real time projects based on the strategies we discuss.



THANK YOU