



DIGITAL MARKETING

COURSE SYLLABUS

DIGITAL MARKETING

INTRODUCTION

We live in a super-connected world these days and as such, advertising and marketing are no longer the same animals they once were. This is especially true due to the rise of social media, which has changed how businesses communicate with potential and existing clients.

So what exactly is digital marketing and what does it encompass? Basically, it's a collective term which is used where marketing meets internet technology and other forms of new media.

1.1 DIGITAL MARKETING FRAMEWORK & STRATEGY

1. Define Digital Marketing; explore its evolution and the current landscape.
2. Define segments and the role segmentation plays in marketing.
3. Define your audience and build a target persona with a customer map.

1.2 DIGITAL MARKETING & SEO (DIGITAL MARKETING STRATEGY & CHANNELS)

1. Describe the landscape of channels today and how channels are used
2. Differentiate between broadcast, direct, and social channels
3. Identify the relevance and role of various channels for your business and customers
4. Define channels that you will use in campaigns, and where your approach is paid, earned or owned
5. Explain how to use channels to market to the right customers at the right time.

**1.3 PAID SOCIAL &
ADVERTISING (PAID SEARCH,
ADWORDS, & SEM)**

1. Perform keyword research analyzing search volume and competition
2. Apply keyword and search intent targeting to your business
3. Define click bidding and bid management, budgeting
4. Create your own AdWords campaigns
5. Evaluate results and optimize AdWords
6. Review key metrics and KPIs for SEM
7. Outline the process for running a social ad campaign
8. Create and manage a social ad campaign for Facebook, Twitter, and/or Instagram
10. Identify the data that is available from social media platforms and how it can be used
11. Create and distribute UTM-coded links
12. Interpret metrics to optimize paid social strategies across platforms
13. Select appropriate social media platforms for a brand and specific campaigns

**1.4 CONTENT MARKETING &
SOCIAL**

1. Outline the process for developing content campaigns
2. Create a content plan with key messaging, content mapping, distribution and measurement
3. Develop a Native Advertising strategy to increase targeted reach of your content
4. Assess which content marketing tactics meet specific marketing and business goals
5. Determine the key metrics for measuring and optimizing content marketing tactics
6. Distinguish best uses and approaches to the primary social platforms
7. Select appropriate influencers for your project and determine your influencer outreach strategy
8. Curate and modify digital content across your social channels
9. Determine the role of community management in social media marketing
10. Identify metrics and KPIs for measuring impact of social media

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**1.5 MARKETING ACQUISITION &
CONVERSION RATE
OPTIMIZATION**

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1. Landing Pages, UX, & Lead Gen
 2. Review best practices of digital marketing UX
 3. Explore how on-site marketing works and the ways to optimize those efforts
 4. Evaluate the design, functionality, and effectiveness of landing pages
 5. Develop landing pages and forms for your business

**1.6 CUSTOMER ENGAGEMENT &
RETENTION**

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1. Plan and prepare lifecycle marketing strategies
 2. Map content and channels (like email) to your customer's lifecycle
 3. Plan, execute, and measure email-marketing campaigns
 4. Gain basic familiarity with common tools of the trade