Masters in

DIGITAL MARKETING

Who we are

At EduCADD, we're not just an institution; we're a pathway to limitless possibilities. With over 25 years of dedicated service in the field of education, we have been unwavering in our commitment to nurturing inquisitive minds and empowering individuals to unlock their fullest potential.

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Course Summary

Digital Marketing is an ever-evolving field that leverages online platforms to promote products and services, reaching audiences worldwide. With businesses constantly seeking innovative ways to engage customers and build brand loyalty, digital marketing professionals are in high demand. The tools and strategies in this field enable marketers to analyze trends, optimize campaigns, and achieve remarkable results efficiently. Truly, it's an exciting time to be in the world of Digital Marketing!!

Outcome:

The main learning objectives of the course are to: Identify key areas where digital marketing strategies can be applied. Implement basic digital marketing techniques; evaluate the effectiveness of advanced methods. Participate in the creation of marketing campaigns that engage customers and enhance brand presence.

Prerequisites:

- Basic understanding of marketing principles.
- Familiarity with social media platforms and tools.

Course Name: Masters in Digital Marketing

Duration: 180 hrs

Course Syllabus

Introduction to Digital Marketing
1. Overview and Importance
2. Digital Marketing vs. Traditional Marketing

Website Design and Development
1. User Experience (UX) and User Interface (UI) Basics
2. Website Analytics

Content Marketing
1. Content Creation
2. Content Strategy
3. Blogging and Guest Blogging

Web Content Writing
1. Essentials of Content Writing
2. Content Writing Tools
3. Content for E-commerce Websites

Email Marketing
1. Email Campaign Design
2. Email List Management
3. A/B Testing and Optimization

Social Media Marketing
1. Social Media Platforms Overview
2. Social Media Strategy
3. Advertising on Social Media

Search Engine Optimization (SEO)

1. On-page SEO
2. Off-page SEO
3. Technical SEO

Inbound Marketing

1. Inbound vs. Outbound Marketing
2. Key Pillars of Inbound Marketing
3. Content Creation Importance and Examples

Affiliate Marketing

1. Affiliate Programs
2. Network and Relationship Management

Blogging, AdSense & Affiliate Marketing

1. Personal Branding
2. Influencer Marketing
3. AdSense Setup
4. Making Money on YouTube
5. Affiliate Marketing Programs

Pay-Per-Click (PPC) Advertising

1. Google Ads
2. Bing Ads
3. Social Media Ads

Online Advertising & Google Ads

1. What is Online Advertising?
2. Online Advertising Advantages
3. Key Online Advertising Players
4. Types of Online Ads
5. How to Use Static Ads
6. Ad Buying Methods
7. Introduction to Google Ads
8. Google Ads Setup and Billing
9. Google Keyword Planner
10. Google Analytics Setup

Display Advertising

1. Google Display Network Overview
2. Audience Targeting
3. Banner Ads Creation and Placement

Video Advertising

1. In-feed Video Ads
2. Bumper Ads
3. Outstream Ads
4. Masthead Ads
5. Facebook Advertising and Ad Manager

Remarketing & Rebranding

1. What is Retargeting?
2. Types of Retargeting Ads
3. Setting Up Retargeting Campaigns
4. Google and Facebook Remarketing Ads

Digital Marketing Analytics

1. Key Performance Indicators (KPIs)
2. Tools and Techniques
3. Data-Driven Decision Making

E-commerce Marketing

1. E-commerce Platforms
2. Conversion Rate Optimization
3. Customer Retention Strategies

Mobile Marketing

1. Mobile SEO
2. SMS and Push Notifications
3. Mobile App Marketing

Selling on Amazon & Marketplaces

1. Amazon Business Models
2. Selling Private Label Products on Amazon

Earning as a Freelancer/Starting an Agency

1. Digital Marketing Agency Overview
2. Agency Business Models
3. Tools for Running a Digital Marketing Agency

AI-Powered Digital Marketing

1. AI in Digital Marketing
2. Machine Learning
3. AI Solutions for Marketing Practices

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You will gain knowledge of the fundamental ideas and abilities required to launch, develop, and run the Best Campaigns.

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