GENESIS
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Digital Marketing Course Curriculum

Duration: 3 Months

Introduction to Digital Marketing

- Definition and Importance of Digital Marketing
- Traditional vs. Digital Marketing
- Latest Trends and Future of Digital Marketing
- Understanding Digital Marketing Channels
- Key Metrics and KPIs

Website Planning and Development

- Basics of Domains and Hosting
- Website Architecture and User Experience (UX)
- Introduction to CMS (WordPress, Wix, Shopify)
- Landing Page Design and Optimization
- Mobile Responsiveness and Speed Optimization

Search Engine Optimization (SEO)

- Fundamentals of SEO
- How Search Engines Work
- SERPs and Ranking Factors
- White Hat vs Black Hat SEO

- On-Page SEO
- Keyword Research (Tools: Google Keyword Planner, SEMrush)
- Meta Tags, Titles, Descriptions
- Internal Linking Strategies
- Content Optimization
- Off-Page SEO
- Link Building Techniques
- Guest Posting & Outreach
- Social Signals and Brand Mentions
- Technical SEO
- Sitemap and Robots.txt
- Schema Markup
- Core Web Vitals & Page Speed
- SEO Analytics and Reporting (Google Search Console, Analytics)



Content Marketing

- Understanding Content Strategy
- Types of Content (Blogs, Videos, Infographics, Podcasts)
- Content Planning and Calendar Creation
- Copywriting Basics for Digital Marketing
- Content Distribution Channels
- Measuring Content Performance

Content Marketing

- Social Media Fundamentals
- Platforms Overview (Facebook, Instagram, Twitter/X, LinkedIn, Pinterest)
- Setting Up Business Profiles
- Content Creation for Social Media
- Designing Posts (Canva)
- Hashtag Strategy and Trends
- Social Media Strategy Development
- Organic vs. Paid Social
- Community Building and Engagement
- Paid Campaigns
- Facebook Ads Manager Overview
- Instagram Ads, LinkedIn Ads, Twitter Ads

- A/B Testing for Social Ads
- Social Media Analytics and Reporting

Search Engine Marketing (SEM) / Pay-Per-Click (PPC)

- Introduction to Google Ads Ecosystem
- Types of Campaigns (Search, Display, Video, Shopping)
- Keyword Research for Paid Campaigns
- Ad Creation and Extensions
- Bidding Strategies and Budgeting
- Quality Score and Ad Rank
- Conversion Tracking and Analytics

Email Marketing

- Email Marketing Basics and Importance
- Building an Email List (Opt-in Forms, Lead Magnets)
- Email Campaign Types (Newsletters, Drip Campaigns, Promotions)
- Designing Effective Email Templates (Mailchimp, ConvertKit)
- A/B Testing Subject Lines and Content
- Metrics: Open Rates, CTR, Conversions



Affiliate and Influencer Marketing

- What is Affiliate Marketing?
- Choosing the Right Affiliate Network
- Commission Models (CPC, CPA, CPL)
- Influencer Marketing Basics
- Identifying and Collaborating with Influencers
- Measuring ROI from Partnerships

E-Commerce Marketing

- E-Commerce Platforms Overview (Shopify, WooCommerce)
- Product Listing Optimization
- Shopping Ads and Retargeting
- Upselling, Cross-Selling, and Customer Retention
- Analytics for E-Commerce Performance

Mobile Marketing



- Importance of Mobile-First Approach
- SMS and Push Notifications
- Mobile App Marketing
- Mobile Advertising Networks
- Measuring Mobile Campaign Effectiveness

Video Marketing

- Video Content Strategy
- Platforms (YouTube, Video)
- Video SEO
- Live Streaming and Webinars
- Video Ads and Analytics

Marketing Automation & CRM

- Introduction to Marketing Automation Tools (HubSpot, ActiveCampaign)
- Lead Nurturing and Scoring
- Customer Relationship Management (CRM) Basics
- Setting Up Automated Workflows
- Analyzing Automation Results

Web Analytics and Data Analysis

- Introduction to Google Analytics 4 (GA4)
- Setting Up Tracking Codes and Events
- Understanding Audience, Acquisition, and Behavior Reports
- Conversion Tracking and Goal Setting
- Using Data for Decision-Making

Digital Marketing Tools Overview

- SEO Tools: SEMrush, Ahrefs, Moz
- Social Media Tools: Hootsuite, Buffer
- Design Tools: Canva, Figma
- Analytics Tools: Google Data Studio
- Automation Tools: Zapier, HubSpot

Capstone Project & Certification Prep

- End-to-End Digital Marketing Campaign Creation
- Case Studies and Campaign Analysis
- Portfolio Development (Personal/Client Projects)
- Preparing for Industry Certifications (Google, HubSpot, Facebook Blueprint)
- Interview Preparation and Career Guidance

Conversion Rate Optimization (CRO)

- Understanding Conversion Funnels
- Landing Page Conversion Optimization
- Call-to-Action (CTA) Optimization
- A/B Testing and Multivariate Testing
- Heatmaps and User Behavior Analysis

Online Reputation Management (ORM)

- Introduction to Online Reputation Management
- Managing Google Reviews and Ratings



Contact US

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