EUROPEAN IT™

The Complete Digital Marketing Course



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Course Outline

Module 1: Introduction to Digital Marketing

Class 01: Overview of Digital Marketing
- Definition and scope of Digital Marketing.
- Importance and trends in Digital Marketing.
- Overview of Digital Marketing channels.

Class 02: Setting Up Essential Accounts
- Creating accounts on Google Analytics, Google Ads, and social media platforms.
- Introduction to freelancing marketplaces (Upwork, Fiverr, Freelancer).
- Overview of tools like Canva, Hootsuite, and Mailchimp.

Module 2: Social Media Marketing (SMM)

Class 03: Facebook Marketing
- Setting up a Facebook Page, Meta Business Suite & Business Portfolio.
- Creating a Business Portfolio and optimizing profiles.
- Running Facebook Ads: Campaign setup, targeting, and performance analysis.
- Pixel Setup

Class 04: Instagram Marketing
- Creating and optimizing Instagram business accounts.
- Understanding Instagram tools (Insights, Shopping).
- Running Instagram Ads: Campaign creation and strategies.

Class 05: LinkedIn Marketing
- Setting up a LinkedIn Company Page and optimizing it.
- Utilizing LinkedIn tools (LinkedIn Analytics, Sponsored Content).
- Creating and managing LinkedIn Ads campaigns.

Class 06: Pinterest Marketing
- Setting up a Pinterest Business Account.
- Utilizing Pinterest tools (Pinterest Analytics, Idea Pins).
- Creating and promoting Pinterest Ads campaigns.

Class 07: Twitter Marketing
- Creating a Twitter business profile and optimizing it.
- Understanding Twitter tools (Twitter Analytics, TweetDeck).
- Running Twitter Ads: Setting up campaigns and measuring results.

Class 08: Social Media Engagement and Analytics
- Best Practices for Community Engagement Across Platforms.
- Analyzing performance metrics for all platforms.
- Adapting strategies based on analytics.

Module 3: Search Engine Optimization (SEO)

Class 09: Introduction to SEO
- What is SEO, and its significance?
- Key components: On-page, Off-page, and Technical SEO.

Class 10: Creating and Setting Up a WordPress Account for SEO
- Setting up a hosting account and installing WordPress.
- Choosing an SEO-friendly theme and setting up essential plugins:
  - Yoast SEO or Rank Math.
- Configuring SEO settings in WordPress:
  - Permalinks, meta tags, and sitemap setup.
- Creating essential pages for SEO practice (Home, About, Blog).

Class 11: Keyword Research and Content Optimization
- Techniques for effective keyword research.
- Tools for keyword analysis (Google Keyword Planner, Ubersuggest, SEMrush).
- Optimizing content for SEO:
  - Title tags, meta descriptions, headings, and alt text for images.

Class 12: On-page and Technical SEO
- Best practices for title tags, meta descriptions, and headers.
- Improving website speed and mobile responsiveness.
- Setting up XML sitemaps and robots.txt.

Class 13: Off-page SEO
- Building backlinks and domain authority.
- Social bookmarking and guest posting.
- Strategies for link building and content promotion.

Module 4: Search Engine Marketing (SEM) and PPC Advertising

Class 14: Introduction to SEM and Google Ads
- Understanding SEM and its benefits.
- Setting up a Google Ads account.

Class 15: Creating Google Ads Campaigns
- Types of campaigns: Search, Display, and Video.
- Setting budgets and targeting options.

Class 16: Advanced Google Ads Strategies
- Remarketing strategies.
- Keyword match types and advanced targeting.

Module 5: Content and Email Marketing

Class 17: Introduction to Content Marketing

- Importance of high-quality content.
- Types of content and content formats.

Class 18: Content Creation and Strategy
- Developing a content calendar and writing engaging articles.
- Creating video and visual content.

Class 19: Email Marketing Fundamentals
- Building and managing an email list.
- Understanding email funnels and segmentation.
- **Email Marketing Tools Overview**:
  - **Mailchimp**: For creating and managing email campaigns.
  - **Constant Contact**: For user-friendly email marketing solutions.
  - **Sendinblue**: For email automation and transactional emails.
  - **ActiveCampaign**: For advanced automation and CRM features.
  - **GetResponse**: For landing pages and webinar features.

Class 20: Creating and Optimizing Email Campaigns
- Designing email templates and writing effective subject lines.
- Analyzing email performance metrics.

Module 6: Analytics and Reporting

Class 21: Google Analytics Basics
- Setting up Google Analytics for a website.
- Understanding key performance indicators (KPIs).

Class 22: Google Tag Manager
- Introduction to Google Tag Manager (GTM) and its benefits.
- Setting up a Google Tag Manager account and container.
- Implementing tracking tags for Google Analytics and other platforms.
- Best practices for managing and organizing tags.

Class 23: Advanced Analytics Techniques
- Event tracking and goal setup.
- Creating custom reports and dashboards.

Module 7: Freelancing and Communication Skills

Class 24: Introduction to Freelancing
- Overview of freelancing marketplaces.
- Setting up profiles on Upwork and Fiverr.

Class 25: Building Your Freelance Portfolio
- Creating a strong portfolio showcasing skills.
- Strategies for attracting clients.

Class 26: Effective Communication Skills
- Importance of communication in digital marketing.

- Client communication best practices and networking.

Class 27: Proposal Writing and Negotiation Skills
- Writing compelling proposals for freelance jobs.
- Negotiating rates and terms effectively.

Module 8: Affiliate and Influencer Marketing

Class 28: Introduction to Affiliate Marketing
- Understanding affiliate marketing concepts.
- Setting up affiliate accounts and programs.

Class 29: Influencer Marketing Strategies
- Finding and collaborating with influencers.
- Measuring the impact and ROI of influencer campaigns.

Module 9: Digital Marketing Strategies and Case Studies

Class 30: Building a Digital Marketing Strategy
- Conducting SWOT analysis.
- Setting SMART goals and KPIs.

Class 31: Case Studies and Industry Examples
- Analyzing successful digital marketing campaigns.
- Learning from challenges and failures.

Module 10: Project-Based Learning

Class 32: Project Setup
- Selecting a business or brand for the project.
- Creating a comprehensive digital marketing strategy.

Class 33: SEO and Content Implementation
- Conducting keyword research for the project.
- Writing and optimizing content for the chosen business.

Class 34: Social Media and Ad Campaign Implementation
- Executing social media marketing strategies.
- Running and managing paid ad campaigns.

Class 35: Analytics and Reporting for the Project
- Tracking performance metrics for the implemented strategies.
- Preparing a report on campaign success.

Class 36: Presentation and Evaluation
- Presenting the project to the class.
- Receiving constructive feedback from peers and instructors.