

**ADDITIONAL  
SKILL ACQUISITION  
PROGRAMME**



## **Digital Marketing (ihive Technologies)**

# Contents

<b>About the programme:</b>	<b>3</b>
<b>Course Objective:</b>	<b>3</b>
<b>Course Curriculum:</b>	<b>3</b>
<b>Assessment process:</b>	<b>5</b>
<b>Certification:</b>	<b>6</b>

**Course name:** Digital Marketing

**Course Duration:** 120 Hours

**Course Description:** Welcome to Digital Marketing! In this extensive program spanning 120 hours, you will embark on a comprehensive journey through the dynamic world of digital marketing, covering foundational principles, advanced strategies, and specialized topics like Influencer Marketing and Affiliate Marketing. This course is designed to equip you with the knowledge, skills, and practical experience necessary to thrive in today's digital landscape. Through a combination of lectures, hands-on exercises, case studies, and projects, students will gain practical skills and knowledge essential for succeeding in the fast-paced world of online marketing.

**Course Objectives:**

- Gain a comprehensive understanding of digital marketing fundamentals.
- Develop proficiency in utilizing various digital marketing channels and platforms.
- Learn to create and implement effective digital marketing strategies tailored to different business objectives.
- Master the use of analytical tools for measuring and optimizing digital marketing performance.
- Acquire practical experience through real-world projects and case studies.

**Course Curriculum:**

**Module 1: Introduction to Digital Marketing (05 hours)**

- Overview of digital marketing landscape
- Evolution and significance of digital marketing
- Key concepts and terminology
- Understanding buyer personas and customer journey

**Module 2: Website Development and Optimization (10 hours)**

- Basics of web development (WordPress)
- Principles of responsive web design
- Website architecture and navigation
- Search engine optimization (SEO) fundamentals.
- Conversion rate optimization (CRO) strategies

**Module 3: Search Engine Marketing (10 hours)**

- Introduction to search engine marketing (SEM)
- Pay-per-click (PPC) advertising concepts.
- Google Ads and Bing Ads setup and management
- Keyword research and ad targeting
- Ad copywriting and optimization
- Tracking and measuring campaign performance

**Module 4: Social Media Marketing (10 hours)**

- Overview of social media marketing (SMM)
- Platform-specific strategies for Facebook, Instagram, Twitter, LinkedIn, etc.
- Content creation and curation
- Community engagement and management
- Social media advertising techniques
- Influencer marketing strategies

**Module 5: Content Marketing (05 hours)**

- Content marketing strategy development
- Blogging and article writing best practices
- Video marketing fundamentals
- Email marketing strategies and tactics.
- Content distribution and promotion

**Module 6: Email Marketing (05 hours)**

- Essentials of email marketing
- Building an email list and segmentation
- Email campaign creation and automation.
- A/B testing and optimization.
- Email deliverability and compliance.

**Module 7: Influencer Marketing (10 hours)**

- Influencer Identification and Selection
- Campaign Strategy and Planning
- Influencer Outreach and Relationship Management
- Content Creation and Approval
- Campaign Execution and Monitoring
- Compensation and Contract Management
- Disclosure and Compliance
- Community Engagement and Amplification
- Performance Analysis and Reporting

**Module 8: Affiliate Marketing (10 hours)**

- Affiliate Management System (AMS)
- Affiliate Network & Dashboard
- Tracking Links and Cookies
- Commission Structure

- Creative Assets
- Reporting and Analytics

**Module 9: Analytics and Data-driven Marketing (15 hours)**

- Introduction to web analytics tools (Google Analytics, etc.)
- Data interpretation and analysis
- Key performance indicators (KPIs) for digital marketing
- A/B testing and experimentation.
- Reporting and dashboard creation
- Customer journey mapping and attribution modelling

**Module 10: Mobile Marketing (05 hours)**

- Overview of mobile marketing landscape
- Mobile website optimization
- Mobile advertising strategies (SMS, in-app ads, etc.)
- Location-based marketing tactics
- Mobile app marketing fundamentals

**Module 11: E-commerce Marketing (05 hours)**

- Understanding e-commerce landscape
- Product listing optimization (SEO, keywords, etc.)
- Shopping ads and remarketing strategies
- Customer retention and loyalty programs
- E-commerce analytics and metrics

**Module 12: Emerging Trends in Digital Marketing (05 hours)**

- Artificial intelligence and machine learning in marketing
- Voice search optimization
- Chatbots and conversational marketing
- Augmented reality (AR) and virtual reality (VR) applications

**Module 13: Capstone Project (25 hours)**

- Apply knowledge and skills acquired throughout the course.
- Develop and execute a comprehensive digital marketing campaign for a real-world scenario.
- Present campaign results, insights, and recommendations

**Assessment:**

- Quizzes and assignments after each module
- Mid-term project evaluation

- Comprehensive final project assessment
- Final exam covering all course materials.

**Certification Process:**

Each module will be assessed through exercises and assignments by the trainer. Final Certification by both ASAP Kerala and Ihive technologies.