

Certificate Course in Digital and Social Media Marketing

Duration (In Hours): 40 Hours/4Weeks (@ 2 hours Daily)

Course Contents

Unit 1: Digital Marketing Overview

Basic of Online Marketing, Difference of Internet Marketing vs Traditional, Marketing, Google Trends Domain Registration and Hosting Business promotions using internet marketing

Unit 2: Web Design & Development & Overview of Social Media Marketing

Web Page Basics: What is HTML, Basic HTML Tags to create a web page, HTML Tags for SEO, Defining and Implementing the Social Media Plan, Domain optimization, Meta tags Optimization and Content Optimization

Unit 3: Search Engine Optimization

Overview of SEO, Working of SEO, Types of SEO, SEO ON PAGE, SEO OFF PAGE, Google Keyword Planner, Keyword Research and Understanding and How To create Blog and optimizing

Unit 4: Facebook Marketing

How to create a Facebook Page to grow your business, How to create an ad on Facebook, Target website visitors, Facebook fans or email subscribers Custom Audiences, Target people who are like your existing customers with Lookalike Audience, Drive Ecommerce Sales with Dynamic Ads & Collection Ads, Growing App with App Install & Engagement Ads.

Unit 5: Youtube Marketing

Create YouTube channel, Growing brand with a YouTube channel, Post and optimize videos with titles, descriptions etc , Create clickable thumbnails and YouTube Monetizations