

# DIGITAL MARKETING COURSE



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BY ARTBOARD ACADEMY



# GETTING STARTED

Digital marketing is the backbone of online success, empowering businesses to reach and engage their target audience effectively. This course is designed to equip you with essential skills in SEO, social media marketing, PPC, email marketing, and content creation. Whether you're a beginner or looking to refine your expertise, this tutorial provides step-by-step guidance on crafting data-driven campaigns, optimizing strategies, and driving measurable results. Learn how to harness the power of analytics, tools, and platforms to grow your brand, connect with your audience, and achieve your marketing goals with confidence.

## 01

### Introduction to Digital Marketing

#### What is Digital Marketing?

- Understanding the digital marketing ecosystem.
- Benefits of digital marketing over traditional marketing.
- Career opportunities in digital marketing.

#### Core Components of Digital Marketing

- SEO, SEM, Social Media, Email Marketing, Content Marketing, and Analytics.
- Identifying the right mix for your business goals.

## 02

### Website Planning and Creation



## Importance of a Website

- Role of websites in digital marketing strategies.
- Introduction to website platforms (e.g., WordPress, Wix).

## Building a Website

- Choosing a domain and hosting.
- Designing a user-friendly website.
- Integrating essential tools like Google Analytics and Pixel.

# 03

## Search Engine Optimization (SEO)

### Basics of SEO

- What is SEO and why it matters?
- On-page, off-page, and technical SEO.

### Keyword Research and Optimization

- Using tools like Google Keyword Planner, SEMrush, and Ahrefs.
- Long-tail vs. short-tail keywords.

### Link Building and Content Optimization

- Importance of backlinks.
- Creating SEO-friendly content.

# 04

## Search Engine Marketing (SEM)



## Introduction to SEM and Pay-Per-Click (PPC)

- Overview of Google Ads.
- Difference between SEO and SEM.

## Creating Effective Ad Campaigns

- Setting up Google Ads campaigns.
- Keyword targeting and bidding strategies.
- Writing compelling ad copy.

## Measuring Campaign Performance

- Analyzing ROI and metrics like CTR and Quality Score.

# 05 Social Media Marketing (SMM)

## Understanding Social Media Platforms

- Overview of platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.).
- Identifying the right platform for your audience.

## Content Creation for Social Media

- Creating engaging posts and videos.
- Tools for social media content (Canva, Adobe Spark).

## Social Media Advertising

- Running paid ad campaigns on Facebook and Instagram.
- Understanding audience targeting and retargeting.



# 06

## Email Marketing

### Building an Email List

- Strategies to grow your subscriber base.
- Importance of lead magnets.

### Creating Email Campaigns

- Crafting compelling subject lines and email copy.
- Using tools like Mailchimp and HubSpot.

### Analyzing Email Campaigns

- Tracking open rates, click-through rates, and conversions.
- A/B testing for better performance.

# 07

## Content Marketing

### Importance of Content in Digital Marketing

- Role of blogs, videos, infographics, and case studies.
- Understanding content strategy and planning.

### Creating Engaging Content

- Writing for the web (SEO and readability).
- Visual storytelling with video and graphics.

### Content Distribution Channels

- Organic vs. paid distribution.
- Maximizing reach with social media and email.



# 08

## Analytics and Reporting

### Introduction to Web Analytics

- Importance of data-driven marketing.
- Overview of Google Analytics and other tools.

### Key Metrics to Track

- Website traffic, bounce rate, conversions, and ROI.
- Social media and email marketing KPIs.

### Creating Reports and Insights

- Customizing analytics reports.
- Turning data into actionable strategies.

# 09

## Advanced Topics in Digital Marketing

### Affiliate Marketing

- Overview of affiliate marketing.
- Finding the right affiliate programs.

### E-commerce Marketing

- Strategies for promoting online stores.
- Using Google Shopping Ads and marketplaces.



## **Influencer Marketing**

- Working with influencers to expand reach.
- Measuring the impact of influencer campaigns.

# 10

## **Real-World Projects and Capstone**

### **Creating a Digital Marketing Strategy**

- Building a comprehensive strategy for a real-world business.

### **Hands-on Campaign Execution**

- Running live ad campaigns on Google and social media.
- Analyzing and optimizing campaign performance.

### **Final Capstone Project**

- Developing a full-fledged digital marketing plan.
- Presentation and feedback session.

## **Bonus Module: Freelancing and Career Guidance**

### **Starting a Freelance Career**

- Building a portfolio and finding clients.
- Platforms like Upwork, Fiverr, and LinkedIn.

### **Preparing for a Digital Marketing Job**

- Resume building and interview preparation.
- Certifications to enhance your profile (Google, HubSpot).



## Staying Updated in Digital Marketing

- Keeping up with trends and algorithm changes.
- Best resources and communities to follow.

This course structure is designed to take learners from beginner to advanced levels, equipping them with hands-on skills and actionable knowledge.

Thank You!

