

# **Our Digital Marketing Internship Curriculum**

## **Module 1 - Introduction to Digital Marketing**

1. What is digital marketing?
2. How Has Digital Marketing Evolved?
3. Definition of digital marketing
4. History and evolution of digital marketing
5. Types of digital marketing approaches – pull and push digital marketing
6. Why is digital marketing important?
7. Types of online presence
8. How does digital marketing fulfill the definition of marketing?
9. Difference between traditional marketing and digital marketing
10. Who needs digital marketing services?
11. The 4ps of marketing and their implications for digital marketing
12. Segmentation strategies for digital marketing
13. Pulling together the five forms of segmentation for digital marketing -personas
14. Digital marketing platforms
15. Different platforms for digital advertising

## **Module 2 - Website Planning and Creation**

1. Define your target audience
2. Organize your concepts and materials
3. Create a directory structure (also called site map)
4. Create a sketch of the pages you intend to create
5. Design and refine the look and feel of the site

## **Module 3 - Search Engine Optimisation (SEO)**

1. Introduction about Search engine
2. Working Methodology
3. SEO Fundamentals and Concepts
4. Organic and Inorganic Results
5. Website Indexing
6. Google Processing

## **On Page Optimization**

1. 404 Not Found
2. URL Optimization
3. Meta data Optimization

4. Image Optimization
5. Internal Linking
6. Content Keyword Optimization
7. Header Tags
8. Responsive Design
9. Schema.org
10. Social Media connect
11. URL Canonicalization
12. Landing Page Optimization
13. No-Follow and Do-Follow
14. Creating Sitemap XML/HTML
15. Robot.Txt file creation
16. Anchor Links Optimization
17. 301 Redirection

#### **Module 4 - Social Media Optimization (SMO)**

1. Introduction to Social Media Networks
2. Social Media Website Types
3. Concepts about SMO
4. Facebook Optimization
5. Twitter Optimization
6. Instagram Optimization
7. Right Hashtag for your post
8. Facebook, LinkedIn, YouTube, Pinterest
9. Blogs for Business
10. Image Optimization

#### **Module 5 - Social Media Marketing (SMM)**

1. Facebook Optimization
2. Fan Page vs. Profile vs. Group
3. Facebook Analytics
4. Facebook Advertising and Its Types in Detail
5. Creating Advertising Campaigns
6. CPC vs. CPM vs. CPA
7. Conversion Tracking
8. Creating Strong Profiles on Twitter
9. Followers, Retweets, Clicks, Conversions, HashTags
10. LinkedIn Optimization
11. Individual Profile vs. Company Profile
12. Database Management and Lead Generation
13. Branding On LinkedIn
14. Marketing on LinkedIn Groups

15. Identify Target Audience and Convert Goal
16. Report Generation on Post Reach
17. Increasing ROI through LinkedIn Ads
18. Conversion Tracking and Reporting
19. YouTube Optimization
20. Channel Creation

## **Module 6 - Pay-Per-Click (PPC) Advertising**

1. Introduction to online advertising and Google Ads
2. Google Ads account and campaign basics
3. Google Ads Targeting and Placement
4. Google Ads Bidding and Budgeting
5. PPC Basic
6. Google Ads Tools
7. Opportunities
8. Optimizing Performance
9. Ads Type
10. Bidding Strategies
11. Search Network
12. Display network
13. Shopping Ads
14. Video Ads
15. Universal App Ads
16. Tracking Script
17. Remarketing
18. Performance Monitoring and Conversion Tracking
19. Google Ads Reports

## **Module 7 - Content Marketing**

1. Introduction to Blogs
2. Setting up Blog with Own Content
3. Content Duration
4. Making a Compelling Personality for Your Content
5. Step by step instructions to Monetize Your Blog

## **Module 8 - Keyword research and Website Analytics**

1. What is Keyword Research?
2. Why is Keyword Research So Important in SEO?
3. Finding your Focus Keyword
4. Competitor Keyword Research and Analysis
5. Search for Related Keywords

6. Searching Long Tail Keywords
7. Searching Question Keywords
8. Determine the Primary Goals & Objectives of Your Website
9. Focus on Conversions
10. Define Key Performance Indicators (KPIs)
11. Automate and Integrate Marketing Processes
12. Track Progress and Review Strategy Regularly

### **Module 9 - Digital Media Planning and Buying**

1. What Is Media Buying?
2. The Media Buying Process
3. Choosing the Right DSP
4. What Is Media Planning?
5. The Media Planning Process
6. The Differences between Media Buying and Media Planning

### **Module 10 - Web Remarketing**

1. What Is Remarketing?
2. How Remarketing Works
3. The Benefits of Remarketing
4. The Different Types of Remarketing
5. Tips to Leveraging Remarketing and Increasing Your Bottom Line
6. Incorporate Remarketing in Your Digital Marketing Strategy

### **Module 11 - Email Marketing**

1. Introduction to Email Marketing
2. Using Email Marketing Software
3. Building Email Lists by Quantity
4. Crafting an Email
5. Analyzing and tracking Your Email Marketing Strategy

### **Module 12 - Mobile Marketing**

- Location-based marketing
- Responsive site design
- Social media advertisements
- Mobile-friendly content
- Voice search optimization
- Text message marketing

- Videos and GIFs
- On-site and in-app support
- Personalize campaigns
- Opt-in forms

### **Module 13 - E-Commerce Management**

1. Increase E-commerce Search Usability
2. Use High-Quality Photographs and Good Product Descriptions
3. Try Personalizing the Home Page
4. Focus on Consistent and Unique Content
5. Optimize Shopping Cart Functionality
6. Build Email Lists
7. Improve Your Social Media Strategy
8. Create Landing Pages
9. Build Advertising Strategies
10. Implement User-Generated Content

### **Module 14 - Online Reputation Management**

1. Corporate reputation in the digital age
2. Reputation and participatory culture
3. How the Internet has changed the media cycle
4. Managing reputation online
5. Protecting a Reputation: when it goes wrong, crisis response
6. Towards best practice reputation management

### **Module 15 - Google AdSense, Blogging and Affiliate Marketing**

1. What is Google AdSense?
2. How to create your Google AdSense account?
3. Requirements for getting a Google AdSense account
4. Types of Google AdSense account
5. How to navigate the AdSense dashboard?
6. How to add a Google AdSense ad to your site?
7. Payment Methods & Updates
8. Displaying AdSense ad on your blog
9. Ad formats & Dimensions
10. Ad Placement techniques
11. AdSense Policy and Rules

### **Module 16 - Competitor Analysis**

1. Understanding Competitor Analysis and Intelligence
2. Analyzing Competitors: Segments of Analysis
3. Integrating Analysis into Decision Making
4. Competitor Analysis tools
5. Competitor ads monitoring

### **Module 17 - Bing Advertising**

1. Introduction to Campaigns and Ad Groups
2. Importing Campaigns, Ad Groups and Keywords
3. Bidding and Traffic Estimation
4. Import from Google Google Ads
5. Ads creation
6. Choosing right Keywords
7. Bing Ads Reports
8. Conversion Tracking with Campaign Analytics
9. Bing Ads Editor Account Management Tips
10. Bing Ads Editor Campaign Optimization

### **Module 18 - YouTube Video Marketing & Advertising**

1. Create a YouTube channel for business
2. Learn about your audience
3. Research your competition
4. Learn from your favorite channels
5. Optimize your videos to get views
6. Upload and schedule your videos
7. Optimize your channel to attract followers
8. Try YouTube advertising
9. Try working with an influencer
10. Analyze and adapt

### **Module 19 - Blogging**

1. Blog for the right audience
2. Set clear objectives
3. Develop a content strategy
4. Follow a blogging schedule
5. Have a content promotion strategy
6. Your blog needs personality
7. Have action-driven content

### **Module 20 - Free and Premium Digital Marketing Tools**

1. Canva
2. SEMrush
3. Google Analytics
4. Buffer
5. HubSpot
6. Mailchimp
7. Yoast
8. Majestic
9. MOZ
10. Google Ads
11. Google Trends
12. Google Search Console
13. SpyFu
14. Grammarly
15. Facebook's Ads Manager
16. LinkedIn Ads Manager
17. Hotjar
18. Ahrefs
19. Trello
20. Builtwith
21. And many more...