About the course:

This training program is designed to provide a solid understanding of key digital marketing concepts, strategies, and tools. It covers various topics, from the basics to more advanced elements, to help participants build a strong foundation in digital marketing. You will learn how to promote your brand or business effectively online and develop a targeted marketing strategy that engages potential customers across the digital landscape. In this course, we articulate today's digital marketing techniques—including how to build a successful online marketing campaign across channels: Search, social media, email, and display.

Our Vision:

Empowering individuals with the knowledge and skills to navigate the ever-evolving landscape of digital marketing, fostering innovation and success in a digital-first world.

Objective: Understand the basics of digital marketing and its importance in the modern business landscape.

1	Overview of Digital Marketing
2	Definition and scope of digital marketing
3	Evolution and significance in today's world
4	Digital Marketing Channels
5	Search Engine Marketing (SEM)
6	Social Media Marketing (SMM)
7	Email Marketing
8	Content Marketing
9	Display Advertising
10	Key Digital Marketing Metrics
11	Impressions, Clicks, Conversions, CTR (Click-Through Rate), etc.