



Digital Marketing



The Best Training Institute in Hyderabad



DIGITAL MARKETING

Module 1 : Introduction to Digital Marketing :

- > What is Digital Marketing?
- > Traditional Marketing vs. Digital Marketing
- > Overview of Digital Marketing Channels
- > Understanding Buyer's Journey & Customer Persona
- > Digital Marketing Funnel (TOFU, MOFU, BOFU)

Project 1:

👉 Create a Digital Marketing Strategy for a Local Business
(Students choose a small business and create a digital marketing plan covering objectives, audience, and channels.)

Module 2 : Website & Landing Page Optimization :

- > Importance of Websites in Digital Marketing
- > Basics of WordPress & Website Building
- > Landing Pages vs. Websites
- > Best Practices for High-Converting Landing Pages
- > Understanding Website Speed & Performance
- > Mobile Optimization & Core Web Vitals
- > Google Analytics 4 Basics



Project 2:

👉 Build a Lead Generation Landing Page

(Students design and launch a simple lead generation page using Word Press or a landing page builder like Unbounce.)

Module 3 : Search Engine Optimization (SEO) :

- > Introduction to SEO & Its Importance
- > Keyword Research & Tools (Google Keyword Planner, Ahrefs, SEMrush)
- > On-Page SEO (Title, Meta Description, URL, Content, Internal Linking)
- > Off-Page SEO (Backlinks & Authority Building)
- > Technical SEO (Sitemaps, Robots.txt, Schema Markup)
- > Local SEO & Google My Business
- > SEO Content Strategy

Project 3:

👉 Optimize a Website for SEO & Rank for a Keyword

(Students find a low-competition keyword and optimize a blog post or landing page to rank for it.)



Module 4 : Content Marketing & Copywriting :

- > Importance of Content Marketing
- > Types of Content (Blog Posts, Videos, Infographics, Case Studies)
- > Writing Persuasive & SEO-Friendly Content
- > Copywriting for Ads, Emails & Landing Pages
- > Storytelling in Marketing
- > Creating a Content Calendar

Project 4:

👉 Write and Publish a Blog Post Optimized for SEO

(Students write a 1000+ word article based on keyword research and publish it on a blog.)

Module 5 : Social Media Marketing (SMM) :

- > Overview of Social Media Platforms
- > Organic vs. Paid Social Media
- > Facebook & Instagram Marketing
- > LinkedIn Marketing for B2B
- > Twitter & YouTube Growth Strategies
- > Social Media Content Planning
- > Community Engagement & Influencer Marketing



Project 5:

👉 Create & Schedule a Week's Social Media Content Plan

(Students create posts for a business page and schedule them using a tool like Buffer or Meta Business Suite.)

Module 6 : Facebook & Instagram Ads (Meta Ads) :

- > How Facebook Ads Work
- > Facebook Ads Manager Overview
- > Types of Ads (Traffic, Lead Gen, Conversions, Retargeting)
- > Audience Targeting (Custom & Lookalike Audiences)
- > Budgeting & Bidding Strategies
- > Ad Creatives & Copywriting
- > A/B Testing & Analytics

Project 6:

👉 Launch a Facebook Ad Campaign for Lead Generation

(Students set up an actual Facebook Ad for a product/service with a small test budget.)



Module 7 : Google Ads & PPC Marketing :

- > How Google Ads Work
- > Google Search Ads vs. Display Ads
- > Google Ads Keyword Research
- > Bidding Strategies & Ad Rank
- > Writing Effective Ad Copies
- > Landing Page Optimization for PPC
- > Google Ads Analytics & Performance Tracking

Project 7:

- 👉 Run a Google Search Ad Campaign for a Product or Service
(Students launch a Google Search Ad campaign and analyze results.)

Module 8 : Email Marketing & Automation :

- > Importance of Email Marketing
- > Lead Magnets & List Building Strategies
- > Email Copywriting & Subject Line Optimization
- > Email Sequences & Drip Campaigns
- > Tools: Mailchimp, ConvertKit, ActiveCampaign
- > Email Automation & Personalization
- > Measuring Email Campaign Success



Project 8:

👉 Create a Lead Magnet & Automate an Email Sequence
(Students create a lead magnet (eBook, checklist) and set up an automated welcome email sequence.)

Module 9 : Conversion Rate Optimization (CRO) :

- > Understanding CRO & UX
- > Heatmaps & User Behavior Analysis
- > A/B Testing Strategies
- > Landing Page Optimization Techniques
- > Checkout Page Optimization (for E-commerce)
- > Retargeting & Remarketing

Project 9:

👉 Perform A/B Testing on an Ad or Landing Page
(Students create two versions of an ad or landing page and analyze performance.)



Module 10 : Affiliate Marketing & Influencer Marketing :

- > How Affiliate Marketing Works
- > Best Affiliate Networks (Amazon Associates, CJ, ShareASale)
- > Setting Up & Promoting Affiliate Links
- > Finding & Collaborating with Influencers
- > Influencer Outreach Strategy

Project 10:

- 👉 Start an Affiliate Marketing Blog or Instagram Page

(Students create a simple blog or Instagram page and promote an affiliate product.)

Module 11 : Analytics & Reporting :

- > Importance of Data-Driven Marketing
- > Google Analytics 4 Deep Dive
- > Tracking Conversions & ROI
- > UTM Parameters & Campaign Tracking
- > Creating Marketing Dashboards

Project 11:

- 👉 Analyze & Present a Digital Marketing Report

(Students create a report based on the analytics of their projects.)



Final Capstone Project: Full Digital Marketing Strategy

🎯 Students will create and execute a complete digital marketing strategy for a real business or startup.

This includes:

- ✅ SEO-Optimized Blog Post
- ✅ Facebook & Google Ads
- ✅ Social Media Strategy
- ✅ Email Marketing Sequence
- ✅ Landing Page & CRO
- ✅ Reporting & Analytics

Bonus Modules :

- > How to prepare Resume & Apply for jobs & Internships



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