

Digital Marketing Essentials – 3-Month Course Outline

Month 1: Digital Marketing Fundamentals

Week 1: Introduction to Digital Marketing

- Understanding digital marketing & its importance
- Traditional vs. digital marketing
- Overview of key digital marketing channels

Week 2: Website Optimization & SEO Basics

- Importance of websites & landing pages
- Basics of SEO (Search Engine Optimization)
- Keyword research & on-page SEO techniques

Week 3: Content Marketing & Blogging

- Creating valuable content for marketing
- Blogging strategies & content SEO
- Developing a content calendar

Week 4: Social Media Marketing (SMM)

- Understanding different social media platforms
 - Building brand presence on social media
 - Engagement strategies & analytics
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Month 2: Paid Advertising & Lead Generation

Week 5: Facebook & Instagram Ads

- Setting up ad campaigns on Meta platforms
- Audience targeting & ad creatives
- Optimizing ad performance

Week 6: Google Ads & PPC Advertising

- Introduction to Google Ads
- Running search & display campaigns
- Bidding strategies & performance tracking

Week 7: Email Marketing & Automation

- Building an email list & designing campaigns
- Writing effective email copy
- Email automation & A/B testing

Week 8: Influencer & Affiliate Marketing

- Working with influencers & brand collaborations
 - Understanding affiliate marketing models
 - Tracking performance & ROI
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Month 3: Analytics, Strategy & Career Growth

Week 9: Analytics & Performance Tracking

- Using Google Analytics & Facebook Insights
- Understanding KPIs & conversion tracking
- Improving campaigns using data insights

Week 10: Digital Marketing Strategies & Funnels

- Understanding customer journey & sales funnels
- Retargeting & remarketing strategies
- Creating high-converting landing pages

Week 11: Freelancing & Digital Marketing Careers

- How to start as a freelance digital marketer
- Building a portfolio & finding clients
- Pricing strategies & contract basics

Week 12: Final Project & Certification

- Developing a real-world digital marketing strategy
- Presenting & optimizing a live campaign
- Course review & certification

By the end of this **3-month course**, you'll be able to **run effective digital marketing campaigns, generate leads, and grow brands online**—whether for yourself or clients.