Digital Marketing Mastery – 2-Month Intensive Program

Duration: 8 Weeks
Format: Online/Offline | Theory + Practicals | Assignments + Project
Ideal For: Students, Job Seekers, Entrepreneurs, Freelancers, Marketing Professionals

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🖼️ Weekly Breakdown

Week 1: Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional vs. Digital Marketing
- Types of Digital Marketing
- Key Industry Terms (CTR, CPC, SEO, PPC, etc.)
- Overview of the Digital Marketing Funnel
- Digital Marketing Career Paths

Week 2: Website Planning & WordPress

- Domain, Hosting & SSL Basics
- WordPress Setup and Configuration
- Installing Themes & Plugins
- Creating Essential Pages (Home, About, Contact, etc.)
- Basics of UI/UX for Marketing
- Introduction to Landing Pages (Elementor/Divi)

Week 3: Search Engine Optimization (SEO)

- How Search Engines Work
- Keyword Research (Tools: Google Keyword Planner, Ubersuggest)
- On-Page SEO (Title, Meta, Header Tags, URL Structure)
- Off-Page SEO (Link Building Strategies)
- Technical SEO (Site Speed, Mobile Friendliness, Indexing)
- SEO Tools: Google Search Console, Yoast SEO

Week 4: Google Ads (Search Engine Marketing - SEM)

- Google Ads Interface Overview
- Creating Search Campaigns
- Ad Copywriting & A/B Testing
- Keyword Match Types & Bidding Strategies
- Google Ads Policies
- Campaign Optimization and Performance Metrics

Week 5: Social Media Marketing (SMM) – Organic & Paid

- Platforms Overview (Facebook, Instagram, LinkedIn, Twitter, etc.)
- Content Planning & Calendar Creation
- Hashtag Strategy & Engagement Tactics
- Facebook & Instagram Ads
  - Ad Manager Setup
  - Campaign Types: Awareness, Traffic, Conversion
  - Audience Targeting & Retargeting
- Creatives: Canva Basics

Week 6: Email Marketing & WhatsApp Marketing

- Email Marketing Platforms (Mailchimp, Sendinblue)
- Creating Email Campaigns & Newsletters
- Segmentation & Automation
- WhatsApp Marketing Tools & Use Cases
- Legal Aspects: GDPR, Spam Laws

Week 7: Analytics & Performance Tracking

- Introduction to Google Analytics (GA4)
- Setting up Goals, Events, UTM Tags
- Traffic Sources & User Behavior
- Heatmaps & Session Recordings (Hotjar)
- Using Data to Improve Campaigns

Week 8: Capstone Project + Freelancing / Career Support

- Build a Full Campaign: Website, SEO, Ad, and Analytics
- Mock Interview & Resume Building
- Freelancing Platforms Overview (Upwork, Fiverr)
- Client Pitching & Proposal Writing
- Certifications Guidance: Google, Meta, HubSpot, etc.

✅ Deliverables:

- 10+ Assignments
- 5+ Tools Mastery
- Certificate of Completion
- Resume + Portfolio Support

🛠 Tools Covered:

- Google Ads, Google Analytics
- WordPress, Canva, Yoast SEO
- Meta Ads Manager
- Mailchimp, Ubersuggest
- ChatGPT (for content & ideas)