

Topics Covered During Digital Marketing Internship

Email Marketing

1. Email Marketing Basics

- 1.1 Introduction to Email Marketing
- 1.2 Different Types of Emails
- 1.3 Email Marketing Process
- 1.4 How to Write a Successful Email
- 1.5 Tools for Email Marketing

2. How To Use MailChimp

- 2.1 Introduction to Mail Chimp
- 2.2 Mailchimp Plans
- 2.3 Setting Up a Mailchimp Account
- 2.4 Campaign Creation
- 2.5 Essential Email Components
- 2.6 How to Design Emails
- 2.7 How to Add Audience
- 2.8 Tags & Segments
- 2.9 Content Studio
- 2.10 Reporting & Analysis

3. Email Marketing Tools & Tips

- 3.1 Finding Leads
- 3.2 Text-Based Emails
- 3.3 Email Marketing Tools
- 3.4 Keep you email out of SPAM
- 3.5 Prevent users from Unsubscribing

Social Media Marketing

Part1. Organic Social Media

1. Introduction to Social Media Marketing

- 1.1 Popular Social Media apps
- 1.2 Brands on Social Media
- 1.3 Customer Journey
- 1.4 Essential Social Media Rules
- 1.5 Content Calendar
- 1.6 Influencers In Social Media Marketing
- 1.7 Measuring Performance

2. FACEBOOK Marketing

- 2.1 Introduction to Facebook
- 2.2 Understanding Facebook Algorithm
- 2.3 Facebook Profiles Vs Facebook Pages
- 2.4 Why Brands Need Facebook Pages
- 2.5 Following Vs Liking A Facebook Page
- 2.6 Facebook Page Roles
- 2.7 How to Create a Facebook Page
- 2.8 Content Formats
- 2.9 Schedule Posts
- 2.10 Facebook Photos
- 2.11 Facebook Videos & Events
- 2.12 Educational & Conversational Content on Facebook
- 2.13 Facebook Links & Instant Articles

2.14 Dos and Dont's For creting Contents

2.15 Content Calender

2.16 Case studies

2.17 Facebook Hashtags

2.18 Automated Messages On Facebook

2.19 Being Verified On Facebook

3. Instagram Marketing

3.1 Why Instagram

3.2 Understanding Instagram Algorithm

3.3 Different Types of Instagram Accounts

3.4 Instagram Account Basics

3.5 Content Ideation

3.6 Target Audience Resarch

3.7 Content Formats

3.8 Instagram Posts

3.9 Instagram Stories

3.10 Instagram Live

3.11 IGTV

3.12 INstagram Reels

3.13 Types of Reels

3.14 How Brands Can use Reels

3.15 Tips for Reels

3.16 Instagram DMs

3.17 Instagram Shopping

3.18 AR Filters

3.19 Instagram Guides

3.20 Instagram HAShtags

3.21 Instagram Tools

3.22 Verified Badge

3.23 Influencer Marketing on Instagram

3.24 Industry Campaign

4. LINKEDIN MARKETING

4.1 Introduction to LinkedIn

4.2 Creating a LinkedIn Account

4.3 LinkedIn Company Page

4.4 LinkedIn Premium

4.5 Contents that Works on LinkedIn

4.6 LinkedIn as Blogging Platform

4.7 LinkedIn Hashtags

4.8 LinkedIn Showcase Page

4.9 Using LinkedIn for Lead Generation

4.10 Using InMail

4.11 LinkedIn Marketing tools

4.12 LinkedIn analytics

5. TWITTER MARKETING

5.1 Introduction to Twitter

5.2 Twitter Algorithm

5.3 Creating a Twitter Account

5.4 Improving Reach & Visibility

5.5 Customer Support

5.6 Twitter Moments

5.7 Twitter Lists

5.8 Moment Marketing

5.9 Twitter Live

5.10 Twitter Contests

5.11 Twitter Hashtags

5.12 Twitter Analytics

Part 2. PAID SOCIAL MEDIA

1. SETTING UP FACEBOOK & INSTAGRAM ACCOUNT

1.1 Introduction to Facebook & Instagram

1.2 HOw Facebook & Instagram Use Data

1.3 Pre-Requisites of Making an Ad

1.4 Three Ways To Advertise

1.5 HOw to Set Up An Ad Account

1.6 Overall Structure of An Ad

1.7 Types of Campaign Objectives

1.8 Understanding Costs & Bids

1.9 Offers, Budget & Ad Acheduling

2. START CREATING YOUR FIRST AD CAMPAIGN

2.1 Custome Audiences: Database, Engaged Users, Facebook Pixel

2.2 Lookalike Audiences

2.3 Audiences: Gender, Age, Location & Language

2.4 Demographics: Education & Life Events, Parents, Relatiionship & work

3. TARGETING & AD PLACEMENTS

3.1 Targeting: Interest, Bahaviours

3.2 Narrowing & Excluding Audiences

3.3 Sumamrizing Targeting

3.4 Understanding Ad Placements

3.5 Ad Delivery & Optimizations

4. FACEBOOK & INSTAGRAM AD FORMATS

- 4.1 Understanding Ad Formats
- 4.2 Image Ads
- 4.3 Video & Carousel Ads
- 4.4 Instant Experience & Collections

5. AD TRACKING & OPTIMIZATION

- 5.1 Final Ad URL & UTM Parameters
- 5.2 Essentials of a Landing Page
- 5.3 Event Tracking & Custom Conversions
- 5.4 Different Campaign Objectives & Their Uses
- 5.5 Lead Generation As a Campaign Objective
- 5.6 Facebook Ad Analytics
- 5.7 Understanding Sales Pipeline
- 5.8 Tips to 3x Your Sales

SEARCH ENGINE OPTIMIZATION

1. BASICS OF SEO

- 1.1 Introduction to SEO
- 1.2 SERP
- 1.3 Google's Search Rank Algorithm
- 1.4 Crawling, Caching & Indexing
- 1.5 Keywords & Types
- 1.6 Finding Keywords
- 1.7 Keyword Strategies

2. UNDERSTANDING COMPONENTS OF ON-PAGE SEO

2.1 Introduction To On-page SEO

2.2 Keyword Placement

2.3 Meta Tags

2.4 Header Tags

2.5 ALT Tags

2.6 URL Structure

2.7 Anchor Text

2.8 Rich Snippets(Using schema Tags)

2.9 Keyword Density

2.10 Ideal Keyword Density

3. UNDERSTANDING COMPONENTS OF TECHNICAL SEO

3.1 Introduction To Technical SEO

3.2 Understanding Domain Authority

3.3 Importance of Sitemaps

3.4 Robots.txt

3.5 Canonical URLs

3.6 Using 4.4 Error Pages

3.7 Importance of 301 Redirects

3.9 How Website Speed Helps SEO

3.10 Accelerated Mobile Pages

3.11 Google My Business

4. UNDERSTANDING COMPONENTS OF OFF-PAGE SEO

4.1 Off Page SEO

4.2 Backlinks

4.3 No Follow Links

- 4.4 Directory Submission in SEO
- 4.5 Social Book Marking
- 4.6 Using PR Sites for SEO
- 4.7 Boosting Traffic With Blogs
- 4.8 How Social Media Helps SEO

5. CREATING A HOLISTIC SEO STRATEGY

- 5.1 Owning Search Console Property
- 5.2 Tacking Keyword Ranks
- 5.3 Syncing Search Console & Analytics
- 5.4 Tricking Google for SEO
- 5.5 SEO Audit Tools
- 5.6 Ideal Approach to SEO

SEARCH ENGINE MARKETING

1. INTRODUCTION TO GOOGLE ADS

- 1.1 Why Google Ads
- 1.2 Google Ads Network
- 1.3 Setting Up a Google Ad Account
- 1.4 Understanding Ad Account Dashboard
- 1.5 How Do Google Ads Work
- 1.6 Types of Google Ad Campaigns

2. CONFIGURING CAMPAIGN LEVEL SETTINGS

- 2.1 Introduction to Google Ad Campaigns
- 2.2 Measurement Metrics For Google Ads
- 2.3 Campaign Settings: Location, Language, Budget, Miscellaneous

3. GOOGLE ADS: AD GROUPS & KEYWORDS

- 3.1 Ad Groups: Ads & Keywords, Structure & Settings
- 3.2 Introduction to Keywords
- 3.3 Keywords Match Types
- 3.4 Negative Keywords
- 3.5 How to Apply Keywords
- 3.6 Keywords Research & Planning

4. TEXT ADS, AUCTIONS & AD RANKS

- 4.1 Introduction to Google Text Ads
- 4.2 Text Ad Extensions
- 4.3 Ad Compliance & Best Practices
- 4.4 Google Ads Auction
- 4.5 Importance of Quality Score

5. BIDDING STRATEGIES & BUDGET STRATEGIES

- 5.1 Manual Bidding Strategies
- 5.2 Automated Bidding Strategies: Clicks, Conversions
- 5.3 Implementing Bidding strategies

6. TRACKING & OPTIMIZATION FOR SEARCH ADS

- 6.1 Remarketing List FOR Search Ads
- 6.2 Ad Preview & diagnostic Tools

7. Google Display Network

- 7.1 Introduction to Google Display Network
- 7.2 Different Deal Types
- 7.3 GDN Campaign Settings
- 7.4 GDN Ad Group Settings

7.5 How to Create Display Ads

7.6 Best Practices to Design Banner Ads

8. Evaluating Google Ads Performance

YOUTUBE ADS

1. Introduction to Youtube Ads

2. Video Ads on Youtube

3. Youtube Video Ads Examples

4. Youtube Campaign Settings

5. Youtube Ad Group Settings

Implementing the above knowledge in Live Projects