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DIGITAL
MARKETING
FUNDAMENTALS

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FUNDAMENTALS**

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VERSION

25

SR. CODE

EAPL/CRASH/CRTC30

COURSE CODE

EACDM

SUB CATEGORY

DIGITAL MARKETING


TOTAL DURATION
45
HOURS


THEORY TAKEN
10
HOURS


PRACTICAL TAKEN
35
HOURS

COURSE DESCRIPTION



Digital Marketing course content will ensure you master the art of online marketing by reaching, inspiring and converting audiences more effectively and accurately across multiple digital channels. It helps you develop and manage marketing strategies for your business website. Earn a certification by completing a digital marketing course.

COURSE GOALS



- A course that will deliver you with the critical theoretical and practical skills necessary for an exciting career in marketing
- Emphasis is placed on developing business skills and broadening hands-on experience in digital media to improve employability.

FUTURE SCOPE



- Work as a freelancer and provide SEO, SMO and PPC services.
- You can start a digital marketing business.
- You can work as a digital marketing expert at any digital marketing company.
- You can do digital marketing for your company
- Start a website or blog and start earning from Ad Sense.

01

CHAPTER

BASICS DIGITAL MARKETING

- a. Introduction To Digital Marketing
- b. Importance Of Digital Marketing
- c. How did Internet Marketing work?
- d. Traditional Vs. Digital Marketing
- e. Overview of various Digital Marketing channels



03
HRS



02
HRS

02

CHAPTER

ANALYSIS & KEYWORD RESEARCH

- a. Market Research
- b. Keyword Research And Analysis
- c. Types Of Keywords
- d. Tools Used For Keyword Research
- e. Localized Keyword Research
- f. Choosing Right Keywords To The Project



3.5
HRS



04
HRS

03

CHAPTER

DIGITAL MARKETING CHANNELS

01. Search Engine Optimization (SEO)

- a. Introduction To Search Engine Optimization
- b. How Did Search Engine work?
- c. SEO Fundamentals & Concepts



5.5
HRS



27
HRS

O2. Pay-Per-Click Advertising (PPC)

- a. Introduction to Pay-Per-Click Advertising
- b. Google Ads and Bing Ads
- c. Keyword research and selection
- d. Ad creation and optimization
- e. Campaign management and optimization

O3. Social Media Optimization (SMO)

- a. Social Media Optimization
- b. Introduction To Social Media Networks
- c. Types Of Social Media Websites
- d. Social Media Optimization Concepts
- e. Facebook
- f. Instagram
- g. Twitter
- h. LinkedIn
- i. YouTube
- j. Hashtags

O4. Social Media Marketing(SMM)

- a. Learning about Social Media Platforms
- b. Understanding Facebook & Instagram Advertising
- c. Instagram PPC and CPM Advertising
- d. Planning Ad Budgets
- e. Identifying Target Audiences
- f. Marketing tactics for Social Media

g. Generating Campaigns

h. Case Studies

O5. Email Marketing

a. Introduction to Email Marketing

b. Building an email list

c. Creating effective email campaigns

d. Email automation and segmentation

e. Email marketing metrics and analysis

O6. Content Marketing

a. Introduction to Content Marketing

b. Understanding different types of content

c. Developing a content marketing strategy

d. Creating and publishing high-quality content

e. Content distribution and promotion

O7. Online Reputation Management

a. Understanding Online Reputation Management

b. Needs for Online Reputation Management

c. Impact of negative conversations brand

d. Steps for effective ORM

e. Tools for Online Reputation Management

f. Understanding objectives of a brand

g. Crisis management

h. Case Studies

O8. Affiliate Marketing

- a. What is Affiliate Marketing?
- b. Types of Affiliate Marketing Strategies
- c. How to Approach Affiliate Marketing?
- d. Benefits of Affiliate Marketing

O9. Google AdSense & Affiliate Marketing

- a. Online money earning strategies
- b. Success stories of online entrepreneurs
- c. Planning a website for AdSense
- d. What is AdSense?
- e. Types of Bidding
- f. Implementing Ads in a Website
- g. What is Affiliate Marketing
- h. Types of Affiliate Marketing
- i. Making Money using Affiliate Marketing
- j. Popular Affiliate Networks

Placement Assistance

100%

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90%

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