

Digital Marketing Schedule For 3- Months

| Class | Content |
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| Class 1 | Introduction to Design Thinking |
| Class 2 | DT Examples & Activity |
| Class 3 | 1. Introduction to Digital Marketing 2. Introduction to Marketing Fundamentals |
| Class 4 | 1. Definitions in Marketing Fundamentals 2. Framework- Customize for Self Business. |
| Class 5 | 3. Value Proposition Templates 4. Customer Persona |
| Class 6 | 5. Empathy Map 6. Customer Journey. |
| Class 7 | Combine all the Exercises in unit 1 Discuss and Corrections in the Marketing Fundamentals. |
| Class 8 | 1. Introduction to Content Strategy |
| Class 9 | 2. Content Generation Process. 3. Content Formats. |
| Class 10 | 4. Content Types |
| Class 11 | 5. Content Framework- SCQA |
| Class 12 | 6. Distribution Techniques. 7. Content Marketing |
| Class 13 | 8. Metrics for Content Marketing |
| Class 14 | Write a blog using any one of the Framework |
| Class 15 | 1. Introduction to Social Media Marketing. 2. Social Media Framework |
| Class 16 | 1. Facebook marketing 2. Elements of Facebook. |
| Class 17 | 1. Organic Promotion Channels 2. Instagram Marketing |
| Class 18 | 1. Content Calendar- for Social sites Exercise: Create a Monthly Calendar for Social Ads |
| Class 19 | Measure the Metrics for Social post What is UTM? How to add UTM to measure the analytics |

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| Class 20 | Assignment: Following the Content Calendar, for the regular Verify the metrics using UTM code. |
| Class 21 | 1. Campaign VS Regular Posts 2. Social Media Posts |
| Class 22 | Metrics |
| Class 23 | How the creatives must be? |
| Class 24 | Social Media Analytics |
| Class 25 | Ab Testing |
| Class 26 | How to do Facebook Campaign? |
| Class 27 | 1. SEO Introduction 2. What is Spider? How does it work? 3. Types of Keywords |
| Class 28 | 1. Ranking Algorithm 2. Types of Inks used in SEO Types of SEO - On Site SEO - OFF Site SEO |
| Class 29 | 1. SEM Introduction 2. SEM keyword Analysis |
| Class 30 | 1. Metrics to be measured using Google Ad Words |
| Class 31 | Assignment-Group Discussion on SEO- Team Activity |
| Class 32 | 1. Display Advertising Introduction and examples |
| Class 33 | 1. Metrics for display Advertising |
| Class 34 | True View Video Ad- Details |
| Class 35 | Create keywords for video using Google Ad words Assignment on Same |
| Class 36 | 1. Introduction to Email Marketing 2. How the emails should be? |
| Class 37 | 5. How email list can be added? 6. Sign up Methods- Opt in Methods Double opt in method |
| Class 38 | 1. Elements of Email 2. Create email Calendar |
| Class 39 | Types of Email Exercise: Create an Ad email send to list of Contacts |

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| | and measure. |
| Class 40 | Metrics to be measured- Definitions and Formula Calculate the metrics |
| Class 41 | Create an Email Ad and measure the metrics |
| Class 42 | Introduction to Google Analytics. How does Google Analytics Work? |
| Class 43 | What is Google Tag Manager? How to use it? |
| Class 44 | Exercise: Measure the metrics of the Website |
| Class 45 | Take your business website and do the google Analytics and track the metrics |
| Class 46 | Conclusion |