Digital Marketing Schedule For 6 - Months

Class	Content
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
Class 5	2. Framework- Customize for Self Business.
Class 7	3. Value Proposition Templates
Class 8	4. Customer Persona
Class 9	5.Empathy Map
Class 10	6. Customer Journey.
Class 11	Summarisation of Chapter 1
Class 12	Create Marketing Objective, Emapathy Map and Value PRoposition in the Marketing Fundamentals.
Class 13	1. Introduction to Content Strategy
Class 14	2. Content Generation Process.
Class 15	3. How to plan the Content? 4. Content Formats.
Class 16	5.Content Types
Class 17	6.Website Audit Content
Class 18	7.Content Framework- SCQA, PIXAR
Class 19	8.Distribution Techniques.
Class 20	9.Content Marketing
Class 21	10.Metrics for Content Marketing
Class 22	Summarisation of Chapter 2
Class 23	Write a blog using any one of the Framework
Class 24	1. Introduction to Social Media Marketing.
Class 25	2. Social Media Framework Exercise
Class 26	3. Facebook marketing

Class 27	4. Strategies in FB 5. Elements of Facebook. Exercise
Class 28	1. Organic Promotion Channels
Class 29	2. Instagram Marketing 3. Optimize your Profile
Class 30	How to Expand the Audience in Social sites
Class 31	How to Do Twitter Marketing
Class 32	1. Content Calendar- for Social sites Exercise: Create a Monthly Caleandar for Social Ads
Class 33	Measure the Metrics for Social post
Class 34	What is UTM? How to add UTM to measure the analytics
Class 35	Summarisation of Chapter 3
Class 36	Assignment: Following the Content Calendar, for the regular Verify the metrics using UTM code.
Class 37	1. Campaign VS Regular Posts
Class 38	2. Social Media Posts 3. Lead Generation Metrics
Class 39	How the creatives must be? Types of Ads
Class 40	Social Media Analytics
Class 41	Ab Testing
Class 42	How to do Facebook Campaign?
Class 43	
Class 44	Summarisation of Chapter 4
Class 45	How to do Facebook Campaign?
Class 46	1. SEO Introduction 2. How to drive Traffic from Search Engine?
Class 47	1. How to track Customer Journey 2. What is Spider? How does it works?
Class 48	3. Types of Keywords 4. Keywork Planner- How to create
Class 49	5. Tools for Keword Analysis-MOZ
Class 50	Exercise
Class 51	1. Ranking Algorithm 2. Types of Inks usedn in SEO

Class 52	Types of SEO - On Site SEO - OFF Site SEO
Class 53	Group discussion on SEO- Team Activity
Class 54	1. SEM Introduction
Class 55	2. SEM keyword Analysis
Class 56	3. Tool for SEM keyword analysis. 4. How to see Google Ad words?
Class 57	5. How to use Google Ad words to get paid key words?
Class 58	1. Metrics to be measured using Google Ad Words
Class 59	
Class 60	Summarisation on Chapter 6
Class 61	Keyword planner to list out top rated key words.
Class 62	1. Display Advertising Introduction and examples
Class 63	1. Metrics for display Advertising
Class 64	2. Types of Display Advertising 3. Metrics to be seen
Class 65	True View Vedio Ad- Details
Class 66	Create keywords for vedio using Google Ad words Assignment on Same
Class 67	Summarisation of Chapter 7
Class 68	1.Introduction to Email Marketing 2.How to create Contact List?
Class 69	3. How the emails should be? 4. How to Contact the Contact list?
Class 70	5. How email list can be added?
Class 71	6. Sign up Methods- Opt in Methods Double opt in method
Class 72	1.Elements of Email 2.Spam Mails 3. Create email Calendar
Class 73	Create Email Calendar- Mail chimp tool
Class 74	Types of Email Exercise: Create an Ad email send to list of Contacts and measure.
Class 75	Metrics to be measured- Definitions and Formula Calculate the metrics
Class 76	Summarisation of Chapter 8

Class 77	Create an Email Ad and measure the metrics
Class 78	Group Discussion on Email Marketing
Class 79	Introduction to Google Analytics.
Class 80	How does Google Analytics Work?
Class 81	What is Google Tag Manager? How to use it?
Class 82	What are the metrics to be measured for a Web site?
Class 83	Exercise: Measure the metrics of the Website
Class 84	Take your business website and do the google Analytics and track the metrics
Class 85	Conclusion