



DIGITAL MARKETING COURSE

Prepared By (CTO) SYNTHOQUEST

45 Days Duration

Duration: 45 days × 2 hrs/day = 90 hrs

Goal: Equip learners with practical skills in SEO, social media marketing, paid advertising, content strategy, analytics, and digital marketing tools.

Core Domains

1. Introduction to Digital Marketing (5%)

- Overview of digital marketing channels
- Traditional vs digital marketing
- Digital marketing strategy and trends

2. Website & Content Marketing (15%)

- Website fundamentals: UX, UI, landing pages
- Blogging, content creation, and content calendars
- Copywriting and visual content strategy

3. Search Engine Optimization (SEO) (15%)

- On-page SEO: keywords, meta tags, headings, URLs
- Off-page SEO: backlinks, social signals
- Technical SEO: site speed, mobile optimization, sitemap, robots.txt
- Tools: Google Search Console, SEMrush, Ahrefs

4. Search Engine Marketing (SEM) / PPC (10%)

- Google Ads: search, display, shopping campaigns
- Keyword research, bidding strategies, ad copy
- Campaign optimization and ROI tracking

5. Social Media Marketing (15%)

- Platforms: Facebook, Instagram, LinkedIn, Twitter, TikTok
- Organic social media strategy, posting, engagement
- Paid campaigns, targeting, and audience segmentation
- Tools: Meta Business Suite, Ads Manager, Hootsuite

6. Email & Marketing Automation (10%)

- Email campaign setup, automation, drip campaigns
- Personalization, segmentation, and lead nurturing
- Tools: Mailchimp, HubSpot, ActiveCampaign

7. Analytics & Reporting (10%)

- Google Analytics 4, UTM parameters
- Conversion tracking, KPIs, dashboards
- A/B testing and performance analysis

8. Affiliate & Influencer Marketing (5%)

- Affiliate program setup and management
- Influencer outreach and campaign collaboration
- Tracking affiliate conversions

9. Digital Marketing Strategy & Campaign Management (15%)

- Integrated marketing campaigns
- Budget allocation, ROI calculation, and KPI monitoring
- Case studies and campaign optimization

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