INFOSOFT IT SOLUTIONS

Training | Projects | Placements

DIGITAL MARKETING AND CAMPAIGN MANGEMENT

Introduction to Digital Marketing

- Overview of digital marketing landscape
- Importance of digital marketing in modern business
- Key digital marketing channels and their roles

Website Optimization and SEO

- Basics of website optimization (speed, usability, mobile-friendliness)
- Introduction to Search Engine Optimization (SEO)
- On-page and off-page SEO techniques

Pay-Per-Click (PPC) Advertising

- Understanding PPC advertising (Google Ads, Bing Ads, etc.)
- Keyword research and selection
- Creating effective PPC campaigns

Social Media Marketing (SMM)

- Introduction to Social Media Marketing
- Developing a social media strategy
- Advertising on major social platforms (Facebook, Instagram, LinkedIn, Twitter)

Content Marketing

- Fundamentals of content marketing
- Creating engaging and shareable content
- Content distribution strategies

Email Marketing

- Building an email list and segmentation
- Designing effective email campaigns
- Email marketing automation tools and techniques

Analytics and Data-driven Marketing

- Importance of analytics in digital marketing
- Key metrics and KPIs to track
- Using Google Analytics and other tools for data analysis

Campaign Management Tools and Platforms

- Overview of digital marketing tools and platforms
- Project management for campaigns
- Budgeting and resource allocation

Mobile Marketing and Optimization

- Understanding mobile marketing trends
- Mobile website optimization
- App-based marketing strategies
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Integrated Digital Marketing Campaigns

- Developing integrated marketing campaigns
- Case studies of successful digital campaigns
- Testing and optimizing campaigns

Ethics and Legal Considerations in Digital Marketing

- Privacy concerns and regulations (GDPR, CCPA)
- Ethical considerations in digital marketing practices