

## DIGITAL MARKETING -

### What is digital marketing ?

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. While this term covers a wide range of marketing activities, all of which are not universally agreed upon, we'll focus on the most common types in this course. It includes SEO, SMO, PPC, E-mail/Mobile marketing, Blogging etc.



### SEO (Search Engine Optimization)

Simply put, search engine optimization (SEO) is the process of optimizing the content, technical set-up, and reach of your website so that your pages appear at the top of a search engine result for a specific set of keyword terms. Ultimately, the goal is to attract visitors to your website when they search for products, services, or information related to your business.

SEO can almost be viewed as a set of best practices for good digital marketing. It enforces the need for a well-constructed and easy-to-use website, valuable and engaging content, and the credibility for other websites and individuals to recommend you by linking to your site or mentioning it in social media posts. This course will cover topics under technical issues, off-page optimization, on-page

optimization, SEO tools, reporting & management.

### SMM (Social Media Marketing)

People aren't just watching cat videos and posting selfies on social media these days. Many rely on social networks to discover, research, and educate themselves about a brand before engaging with that organization. For marketers, it's not enough to just post on your Facebook and Twitter accounts. You must also weave social elements into every aspect of your marketing and create more peer-to-peer sharing opportunities. The more your audience wants to engage with your content, the more likely it is that they will want to share it. This ultimately leads to them becoming a customer. And as an added bonus, they will hopefully influence their friends to become customers, too.

In this course we will learn about the paid advertisements and campaigns on multiple social media platforms.

### PPC (Pay Per Click)

Paid search, or pay-per-click (PPC) advertising, typically refers to the "sponsored result" on the top or side of a search engine results page (SERP). You only pay when your ad is clicked. You can tailor your PPC ads to appear when specific search terms are entered, creating ads that are targeted to a particular audience.

PPC ads are flexible, visible, and most importantly, effective for many different types of organizations. They are also contextual advertisements—ads that appear when a person is searching for a particular keyword or term.

## E-Mail Marketing

Email has been around for more than two decades, and it's not going anywhere anytime soon. It's still the quickest and most direct way to reach customers with critical information. The reason is simple: Consumers are very attached to their emails. Just ask yourself how many times you have checked your email in the past hour...See what we mean?

But great marketers know that not just any email will do. Successful email campaigns must be engaging, relevant, informative, and entertaining. To succeed, your marketing emails should satisfy these five core attributes:

- Trustworthy
- Relevant
- Conversational
- Be coordinated across channels
- Strategic
- Blog Writing

## SMO (Social Media Optimization)

Social media optimization (SMO) is a technique related to SEO that helps in generating traffic to a website by utilizing social networking sites. As we know, business must have the online presence and its aim is to attract the maximum visitors and SMO helps it to do so.

In terms of financial terms, SMO has a great amount of career opportunities. After completing your SMO training it is not important to work in the company for monthly income. One can start their own company or can work on the projects outsourced by many company. You can also work partly or fully as a SMO freelancer to generate great amount of money in terms of dollar by providing SMO services. You can also earn money through affiliate marketing, blogging or using ad sense on your websites.

Our SMO training makes one aware about the functioning of these popular networking sites. In this training comprehensive knowledge of different SMO tools and techniques are also provided.



## Blogging

Students will explore the personal and professional value of being able to create and update a blog and understand the many purposes and functions of blogs. Students will become familiar with blogging jargon (posts, tags, archives, etc.), explore various blogging platforms, learn how to create and update a basic blog, and analyze exemplary blogs. Writing exercises will focus on developing a distinct, consistent voice for the web, generating a steady stream of topics, and writing for a specific audience. Students will also consider how additional media (photos, videos, sound, external links) can support the text.