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Fundamentals of Digital Marketing



Fundamentals of Digital Marketing – Course Syllabus

1. Digital Marketing Foundation.
2. Competitor and Website Analysis.
3. Market Research & Niche Potential.
4. Website Design using WordPress CMS.
5. Email Marketing.
6. Content Creation and Promotion.
7. Search Engine Optimization.

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8. Social Media Marketing, Optimization & Advertising.
9. PPC Google Ads Campaign Management, Optimization, and Reporting.
10. Bing Advertising.
11. Mobile Marketing (SMS Marketing).
12. GEO Marketing.
13. YouTube Video Marketing & Advertising.
14. Website Data Analytics.
15. Affiliate Marketing.
16. Blogging.
17. Freelancing.
18. Google AdSense.
19. Digital Marketing Plan & Budget Forecast.
20. Digital Marketing for MULTIPLE Business TYPES.
21. Product Marketing (Google Ads, Instagram, Facebook).
22. Neuro Marketing Fundamentals.
23. Paid Ads Optimization Strategies.
24. Online Reputation Management.
25. Digital Marketing Automation.
26. FREEMIUM AND PREMIUM Digital Marketing Tools.
27. Case Studies.
28. Internationally Recognized Certification Guidance (Google, Microsoft Bing, and HubSpot).
29. Working on Real-Time Projects (Internship Opportunities for eligible Students).
30. Career Counselling and Interview Preparation Guidance.
31. Digital Marketing Project Management.
32. MindSet Program.
33. Digital Marketing Growth Hacks.