

By **GrowthAcad** (India's first cohort-based digital marketing program)

Digital Marketing Syllabus to Help You Become The **Top 1% Digital Marketer In 2023**

After training 10,000 digital marketing students, GrowthAcad has revised its syllabus for 2023 batch. Below, you will find the complete digital marketing syllabus used by GrowthAcad's training program.

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Module 1: Introduction To Digital Marketing

Description: The first module focuses on delivering advertising through digital channels. The main aim is to introduce different fields of digital marketing and explain their significance without overwhelming students with technical jargon. The course also offers

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an overview of how it equips students with the necessary skill sets to create a successful online marketing strategy.

What you'll learn:

- The definition of digital marketing
- The importance of businesses running online marketing campaigns
- Comprehending how digital marketing benefits businesses
- The goals behind creating a website
- The responsibilities of a digital marketer
- An introduction to online advertising
- Various revenue models are available
- Creating a successful digital marketing strategy

Module 2: Website Planning & Analysis

Description: The module aims to educate individuals on developing a user-friendly website. Participants will be introduced to various websites that can be created on the internet. The module will guide how to plan the website creation process to avoid problems such as low speed and poor navigation. The focus is on creating an intuitive and user-friendly website.

What you'll learn:

- Up-to-date website development trends
 - Definition and importance of domain names and extensions
 - Identifying the best hosting servers
 - Understanding various server types
 - Utilizing a content management system
 - Popular user experience trends
 - Defining website objectives
 - Essential steps in website creation
 - Conducting a comprehensive SEO audit
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Module 3: Search Engine Optimization

Description: In this module, participants will be exposed to various forms of SEO, including on-page and off-page SEO. The module will also cover creating a link tree to improve website ranking. It is important to note that all methodologies discussed are strictly ethical (white hat) and align with current Google algorithm changes. Mentors will provide tips based on the latest updates.

What you'll learn:

- An Overview of SERP and SEO
- Gaining insight into search engine operations
- Traffic and its meaning
- Different types of keywords
- Techniques for identifying the best keyword
- Strategies for keyword optimization
- Content planning and optimization
- Internal linking and its importance
- Techniques for creating effective meta tags

Module 4: Search Engine Marketing

Description: The module will present the significance of SEM and effective strategies for achieving outstanding results and ROI. SEM refers to using paid advertising campaigns to generate internet views and sales, with the ads being limited to search engines. Various advertising types and implementation approaches will be covered in this module, providing comprehensive knowledge of search engine marketing.

What you'll learn:

- Introduction to Google AdWords
 - Techniques for creating effective ad campaigns
 - Overview of Microsoft AdCenter
 - Finding the appropriate budget for ad campaigns
 - Understanding your target audience for better results
 - Using dynamic ads to improve ad performance
 - Explanation of display advertising and its benefits
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- Methods for remarketing and its importance
- Conversion tracking techniques to measure success
- Different automation strategies for better ad management
- Explanation of Ad Rank and its Importance
- Overview of different pricing models such as CPC, CPM, and CPA

Module 5: Social Media Marketing

Description: The module will provide instruction on utilizing social media platforms' data analytics tools to track ad campaign performance. It will also cover techniques for communicating with existing and potential customers through promotional efforts.

What you'll learn:

- Introduction to various social media platforms
- Techniques for achieving high user engagement on social media
- Understanding the importance of building a community on Facebook
- Methods for promoting your brand on social media
- The fundamentals of using Twitter and LinkedIn for business
- Optimizing your Google Plus profile and utilizing Google My Business
- Techniques for creating a successful branding strategy on Social media

Module 6: Web Analytics

Description: The module will provide instructions on measuring website activity and behavior, such as the number of visitors, time spent on the website, popular web pages, and other relevant metrics.

What you'll learn:

- Introduction to Google Analytics
 - Explanation of how Google Analytics works
 - Overview of real-time data tracking
 - Analyzing and gaining insights from website data
 - Understanding different types of goals in Google Analytics
 - Techniques for creating custom dimensions in Google Analytics
 - Methodologies for utilizing enhanced eCommerce in Google Analytics
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- Integration of Google Analytics with other tools such as Search Console, DoubleClick

Module 7: Google Tag Manager

Description: The module will provide training on using Google Tag Manager (GTM) to track website events without the need for extensive code changes. GTM offers a comprehensive toolkit for tracking website activity, and this module will cover the various settings and features of GTM to maximize its benefits.

What you'll learn:

- Explanation of tags and their functionality
- Techniques for setting up web and mobile apps for tag tracking
- A step-by-step guide to creating a GTM account and container
- Adding, updating, and publishing tags in GTM
- Understanding tags and triggers in GTM
- Overview of variables and the data layer in GTM
- Implementation scenarios for data layer events in GTM

Module 8: Display Advertising

Description: The module will provide training on the best practices for running display advertising campaigns and the various charging methods used in these campaigns. Additionally, this module will cover the use of display advertising as retargeting campaigns, which target users who have previously visited a specific website.

What you'll learn:

- Overview of different types of display advertising
 - Understanding pixel sizes based on display types
 - Explanation of pricing models for display ads
 - Techniques for topic and placement targeting
 - Overview of GDN reserve
 - Methods for finding interest categories for display advertising
 - Explanation of contextual keyword targeting
 - Techniques for performing remarketing using display advertising
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Module 9: Video Advertising

Description: In this module, you will receive training on how video advertising operates and how to target a specific audience niche to achieve a high click-through rate.

Additionally, you will learn how to create engaging and visually appealing videos that will resonate with your audience.

What you'll learn:

- Overview of video advertising
- Defining objectives for video advertising campaigns
- Using YouTube Ads for video advertising
- Setting up video ad campaigns on YouTube
- Familiarizing with different ad formats for video advertising
- Implementing auction management techniques
- Optimizing video ad campaigns for better performance
- Understanding YouTube analytics for video advertising
- Reviewing successful video advertising case studies

Module 10: Video Advertising

Description: In this module, you will receive training on how video advertising operates and how to target a specific audience niche to achieve a high click-through rate.

Additionally, you will learn how to create engaging and visually appealing videos that will resonate with your audience.

What you'll learn:

- Overview of video advertising
 - Defining objectives for video advertising campaigns
 - Using YouTube Ads for video advertising
 - Setting up video ad campaigns on YouTube
 - Familiarizing with different ad formats for video advertising
 - Implementing auction management techniques
 - Optimizing video ad campaigns for better performance
 - Understanding YouTube analytics for video advertising
 - Reviewing successful video advertising case studies
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Module 11: E-commerce Marketing

Description: In this module, learners will be taught comprehensive E-commerce marketing tactics applicable both within and outside their website. A well-developed marketing strategy can establish brand recognition, foster customer loyalty, and boost product sales.

What you'll learn:

- E-commerce definition
- Different E-commerce platforms
- Significance of SEO in E-commerce
- Developing a robust E-commerce plan
- Creating product listing ads
- Establishing enhanced E-commerce tracking
- Explanation of E-commerce conversion tracking
- Determining measurement of sales revenue
- Comprehending customer lifetime value

Module 12: Mobile Marketing

Description: In this module, upon completing the digital marketing certificate program offered by GrowthAcad, learners will acquire the skills and knowledge necessary to utilize mobile marketing to its maximum potential effectively.

What you'll learn:

- Familiarization with diverse types of mobile devices
 - Explanation of mobile marketing and social media
 - Definition of mobile analytics
 - Importance of having a mobile-responsive website
 - Overview of various methods of mobile advertising and search
 - Techniques for executing mobile content marketing
 - Mobile Pay-Per-Click advertising
 - Mobile video marketing
 - Comprehension of how mobile E-commerce functions
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Module 13: App Store Optimization

Description: In this module, learners will acquire knowledge about all aspects of App Store Optimization (ASO) and the latest tactics for implementing ASO strategies for their application.

What you'll learn:

- ASO basics
- Overview of App Store and Google Play store
- Comprehension of Keyword Optimization
- Asset Optimization techniques
- Analysis of competition among mobile applications
- Significance of localization in ASO
- Explanation of the importance of reviews in ASO

Module 14: Content Marketing & Blogging

Description: In this module, learners will be taught that content marketing and blogging involve discovering the appropriate language to engage readers and maintain their interest in the content.

What you'll learn:

- Content marketing definition
 - Overview of various content types
 - Identification of effective marketing strategies
 - Creation of audience personas and content maps
 - Development of a traffic channel plan
 - Techniques for overcoming content marketing challenges
 - Learning content promotion and increasing sales
 - Methods for creating original and engaging content
 - Understanding content dissemination techniques
 - Familiarization with the concepts of blogging
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Module 15: Online Reputation Management

Description: In this module of advanced digital marketing training, learners will be taught several approaches for generating, enhancing, and responding to online reviews that customers post about their business.

What you'll learn:

- Explanation of Online Reputation Management (ORM) and its Applications
- Acquisition of different ORM strategies
- Significance of listening to brand conversations
- Identification of methods for measuring brand sentiments
- Techniques for resolving negative conversations
- Management of negative search results
- Examination of a recent case study concerning online reputation crises

Module 16: Affiliate Marketing

Description: This module will educate learners on the various strategies to develop a successful affiliate marketing campaign.

What you'll learn:

- Explanation of affiliate marketing tactics
 - Overview of how affiliate marketing works
 - Identification of profitable affiliate niches and products
 - Techniques for developing an exceptional affiliate website
 - Digital strategies for increasing affiliate traffic
 - Management of rejections
 - Examination of real-life examples of obtaining approvals
 - Introduction to Google AdSense
 - Explanation of the Amazon Affiliate marketing program
 - Understanding of affiliate programs such as Clickbank
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Module 17: Email Marketing

Description: This module aims to instruct students about the advantages of email marketing and the diverse strategies that can be utilized to succeed in their email marketing campaign.

What you'll learn:

- Definition of email marketing
- Development and management of an email list
- Introduction to email marketing tools
- Creation of an email marketing campaign
- Explanation of open rates and techniques for optimizing them
- Enhancement of Return on Investment (ROI) and utilization of A/B testing
- Examination of the most effective email marketing methods
- Techniques for creating compelling email messages
- Analysis and measurement of email marketing efforts

Module 18: Influencer Marketing

Description: This module will equip you with the essential skills to successfully manage and execute an influencer marketing campaign. Additionally, you will be taught the necessary steps to become a prosperous influencer marketer yourself.

What you'll learn:

- Understanding the significance of influencer marketing
- The role of Influencers in driving sales growth
- Establishing objectives for the influencer program
- Identifying influencer archetypes and communication styles
- Managing influencer relations
- Creating a measurement framework to evaluate the effectiveness of influencer marketing efforts

Module 19: Marketing & Sales Automation

Description: In this marketing training module, you will learn about digital marketing tools that utilize automation to streamline various tasks.

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What you'll learn:

- Learning about demand generation and its working
- Understanding lead management and marketing automation
- Analyzing the impact of automation on the sales funnel
- Developing a demand generation strategy
- Understanding the lead management process
- Increasing sales and revenue for the organization
- Exploring ways to capture more leads
- Improving conversion rates
- Managing the sales process using automation and more

Module 20: Growth Hacking

Description: In this module, you will learn how to leverage creativity to develop cost-effective strategies for acquiring and retaining customers for a business.

What you'll learn:

- Defining growth hacking
- Developing a growth mindset
- Exploring various growth hacking techniques
- Understanding the A2R2 framework
- Building a growth-oriented culture in your team
- Learning growth analytics
- Scaling up your growth hacks
- Studying unicorn growth hacks

Why choose **GrowthAcad's** digital marketing program?

1. **Cohort-based courses:** GrowthAcad offers cohort-based courses where you will be learning with a group of individuals at the same level as you. This creates a sense of community and enables you to learn from each other's experiences.
 2. **Learn from real-life digital marketing practitioners:** The instructors at GrowthAcad are real-life digital marketing practitioners who have hands-on
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experience in the industry. They will teach you the latest tools, techniques, and trends in the digital marketing world.

3. **Practical training:** GrowthAcad's digital marketing program is designed to provide hands-on practical training. You will work on real-life projects, campaigns, and case studies to get a better understanding of digital marketing concepts.
4. **Updated and relevant curriculum:** The curriculum at GrowthAcad is constantly updated to keep up with the latest trends and changes in the industry. You will learn the most relevant and up-to-date digital marketing skills.
5. **Internationally-recognized certification:** After completing the digital marketing program, you will receive an internationally-recognized certification. This will add value to your resume and increase your chances of getting hired.
6. **Become part of a global community:** GrowthAcad has a global community of digital marketing professionals. By joining the program, you will become part of this community, which will enable you to network and learn from other professionals.
7. **Personalized mentorship:** GrowthAcad provides personalized mentorship to every student. You will have access to one-on-one coaching and mentorship sessions to help you achieve your digital marketing goals.

Learn more about the [digital marketing training program here](#).

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