

## **Level 1 – Fundamentals of Digital Marketing**

- Introduction to Digital Marketing
  - Importance of Digital Marketing for businesses
  - Types of digital marketing channels (SEO, Social Media, Email, PPC, Content)
  - Basics of website and landing page optimization
  - Understanding target audience and buyer persona
  - Key metrics (CTR, impressions, traffic)
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## **Level 2 – Search Engine Optimization (SEO)**

- Introduction to SEO
  - On-page SEO (title tags, meta description, headings, content optimization)
  - Off-page SEO (backlinks, guest posting, social signals)
  - Technical SEO (site speed, mobile-friendliness, crawlability)
  - Keyword research and competitor analysis
  - Tools: Google Search Console, Ahrefs, SEMrush
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## **Level 3 – Content Marketing & Social Media**

- Content marketing strategy (blogs, videos, infographics)
  - Social media platforms overview (Facebook, Instagram, LinkedIn, Twitter, TikTok)
  - Social media strategy and planning
  - Creating engaging content for social platforms
  - Measuring social media performance (likes, shares, engagement rate)
  - Introduction to influencer marketing
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## **Level 4 – Email Marketing & Lead Generation**

- Introduction to email marketing
  - Building email lists and segmentation
  - Crafting effective email campaigns
  - Marketing automation tools (Mailchimp, HubSpot)
  - Lead generation strategies (landing pages, forms, gated content)
  - Tracking email performance (open rate, click-through rate, conversion rate)
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## **Level 5 – Paid Advertising (PPC & Paid Social)**

- Introduction to paid marketing
  - Google Ads (search, display, shopping campaigns)
  - Social media paid campaigns (Facebook Ads, Instagram Ads, LinkedIn Ads)
  - Budgeting and bidding strategies
  - Remarketing campaigns
  - Campaign analytics and optimization
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## **Level 6 – Analytics, Strategy & Advanced Marketing**

- Introduction to marketing analytics (Google Analytics, data insights)
- Conversion rate optimization (CRO)
- A/B testing and experimentation
- Advanced digital marketing strategies
- Integrating multi-channel campaigns
- Ethics and compliance in digital marketing (GDPR, privacy laws)

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