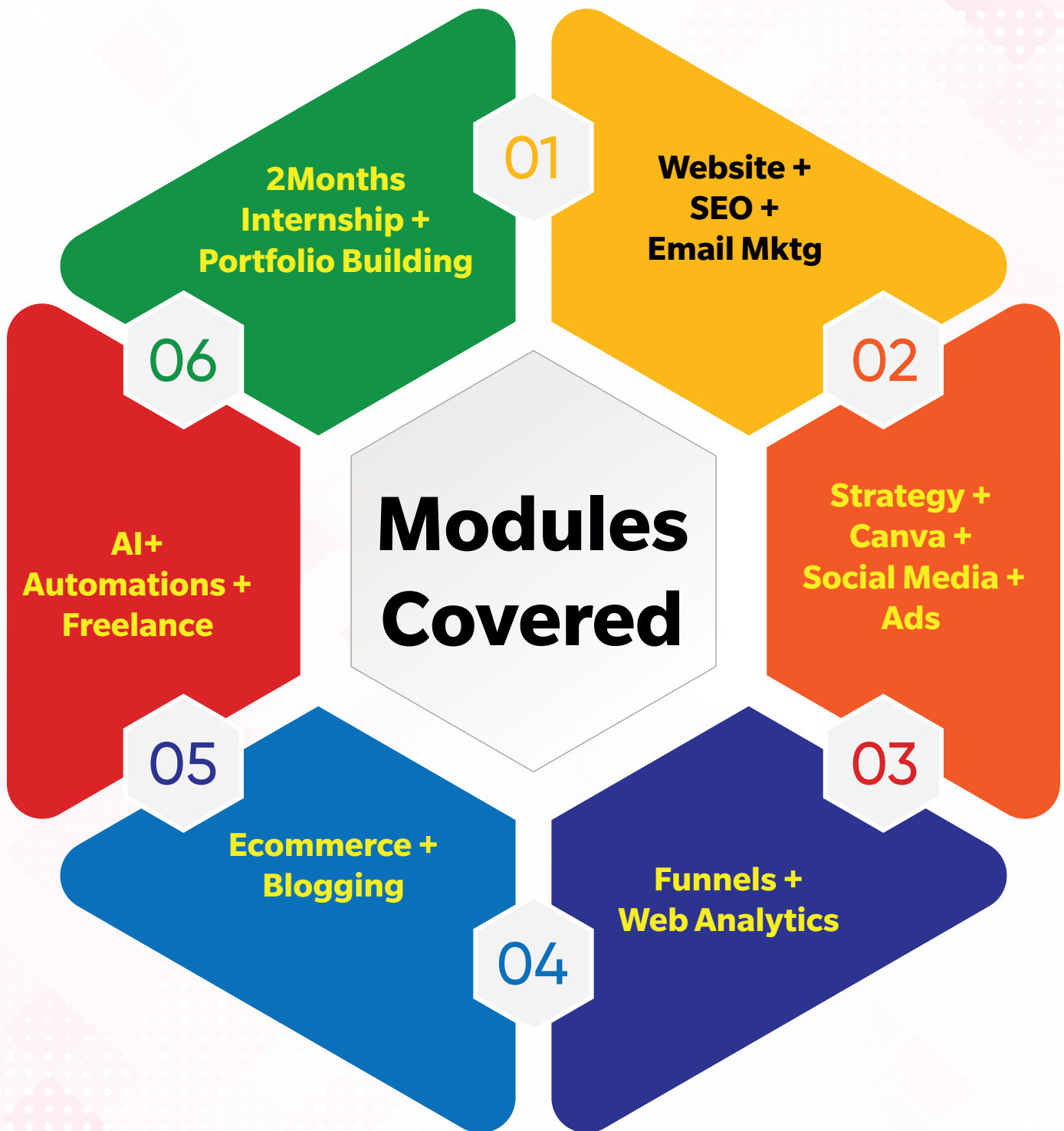


**NO.#1** | JOB ORIENTED  
IN HYDERABAD | INTENSIVE  
PROGRAM

# Digital Marketing

Extensive Edition





# WEBSITE – WORDPRESS

## Introduction to WordPress and Setting Up Your Website

- ↳ Overview of WordPress: What it is, benefits, and applications.
- ↳ Types of WordPress: WordPress.com vs. WordPress.org.
- ↳ Basics of Domain and Hosting: What they are and how to choose.
- ↳ Installing WordPress: Step-by-step using cPanel or auto-installers.
- ↳ Exploring the WordPress Dashboard.

## Designing Your Website

- ↳ Choosing and installing a WordPress theme.
- ↳ Customizing themes using the WordPress Customizer (colors, fonts, logos).
- ↳ Creating a homepage and defining it as the static homepage.
- ↳ Introduction to website design principles (responsive design, visual hierarchy).

## Adding Content and Creating Pages

- ↳ Pages vs. Posts: Differences and use cases.
- ↳ Creating essential pages: Home, About, Services, and Contact.
- ↳ Introduction to the Block Editor: Adding text, images, videos, and buttons.
- ↳ Tips for structuring content and improving readability.

## Plugins and Enhancing Functionality

### Training

- ↳ What are plugins? How to find and install them.
- ↳ Essential plugins for beginners: Contact Form 7, Elementor, Yoast SEO, etc.
- ↳ Adding a contact form and optimizing your site for search engines.
- ↳ Best practices for managing plugins (updates, avoiding conflicts)

## Launching and Managing Your Website

### Training

- ↳ Website testing: Checking responsiveness, links, and navigation.
- ↳ Adding a menu and footer.
- ↳ Setting up basic security (e.g., limiting login attempts, SSL).
- ↳ Publishing your website and post-launch management (updates, backups).

# SEO

## Introduction to SEO Basics

### Training

- ↳ What is SEO and why does it matter?
- ↳ Types of SEO: On-Page, Off-Page, Technical SEO.
- ↳ Understanding how search engines work: Crawling, Indexing, Ranking.
- ↳ SEO Terminologies: Keywords, SERPs, CTR, DA/PA, Backlinks, etc.

## On-Page SEO Fundamentals

### Training

- ↳ Importance of keyword research and keyword intent.
- ↳ Title Tags, Meta Descriptions, and Header Tags optimization.
- ↳ Image Optimization (Alt Tags, Compressing, Descriptive Filenames).
- ↳ Internal Linking & Content Structure.

## Off-Page SEO & Link Building

### Training

- ↳ What is Off-Page SEO?
- ↳ Link Building: Importance and types (natural, manual, self-created).
- ↳ Social Media & Content Promotion for SEO.
- ↳ Avoiding bad practices: Black-hat SEO, toxic backlinks.

## Technical SEO

### Training

- ↳ Importance of website speed and mobile-friendliness.
- ↳ Understanding and fixing crawl errors.
- ↳ Creating and submitting an XML Sitemap.
- ↳ Importance of HTTPS, Robots.txt, and Structured Data.

## Measuring & Improving SEO Performance

### Training

- ↳ Overview of Google Analytics and Google Search Console.
- ↳ Understanding key metrics: Organic Traffic, Bounce Rate, CTR, Impressions.
- ↳ How to audit your website for SEO.
- ↳ Ongoing SEO strategies and staying updated with algorithm changes.



# EMAIL MARKETING

## Introduction to Email Marketing & Mailchimp Basics

### Training

- ↳ What is Email Marketing? Benefits and use cases.
- ↳ Overview of Mailchimp: Features, pricing, and applications.
- ↳ Email Marketing Essentials: Understanding audience, campaigns, and automation.
- ↳ Setting up a Mailchimp account and basic navigation

## Building & Managing Email Lists

### Training

- ↳ Understanding Email Lists: Segmentation, tags, and groups.
- ↳ Best practices for collecting email addresses (opt-in forms, GDPR compliance).
- ↳ Importance of audience segmentation for personalized marketing.

## Crafting Effective Email Campaigns

### Training

- ↳ Types of Email Campaigns: Newsletters, promotions, product launches, etc.
- ↳ Email Design Basics: Subject lines, content structure, and CTAs.
- ↳ Overview of Mailchimp's Email Designer: Drag-and-drop editor, templates, and branding.
- ↳ Previewing, testing, and scheduling campaigns.

## Automation & Email Sequences

### Training

- ↳ What is Email Automation? Use cases (welcome series, drip campaigns, abandoned cart emails).
- ↳ Creating automated workflows in Mailchimp.
- ↳ Using triggers, conditions, and actions in Mailchimp automation.

## Tracking Performance & Optimization

### Training

- ↳ Key metrics: Open rates, click-through rates, conversions, and bounce rates.
- ↳ Using Mailchimp's analytics dashboard for performance tracking.
- ↳ A/B Testing: Subject lines, email content, and CTAs.
- ↳ Best practices for improving email performance

# STRATEGY

## Introduction to Digital Marketing Strategy

### Training

- ↳ What is Digital Marketing? Overview and Importance.
- ↳ Key components of a Digital Marketing Strategy.
- ↳ Identifying the Target Audience and Customer Personas.
- ↳ Understanding Goals, KPIs, and ROI in Digital Marketing.

## Digital Marketing Channels Overview

### Training

- ↳ Overview of different Digital Marketing Channels (SEO, Social Media, Content Marketing, Email Marketing, PPC).
- ↳ Importance of a multi-channel approach.
- ↳ Understanding the Digital Marketing Funnel: Awareness, Consideration, and Decision stages.

## Creating a Digital Marketing Strategy

### Training

- ↳ Building a comprehensive Digital Marketing Strategy.
- ↳ Analyzing competitors and conducting market research.
- ↳ Creating a content plan and selecting the right channels.
- ↳ Budgeting and resource allocation for digital campaigns.

# CANVA

## Introduction to Canva

### Training

- ↳ What is Canva and why is it essential for Digital Marketing?
- ↳ Overview of Canva's tools, templates, and design elements.
- ↳ Best design practices for digital marketing: Typography, color theory, and image selection.

## Advanced Canva Tools and Templates

### Training

- ↳ Dive deeper into Canva features: Creating multi-page documents, custom templates, and resizing designs.
- ↳ Designing for different platforms (Instagram, Facebook, LinkedIn, etc.).
- ↳ How to use Canva for different marketing assets: Flyers, banners, email templates.

# SOCIAL MEDIA

## Social Media Marketing Basics

### Training Session:

- ↳ Overview of Social Media Marketing.
- ↳ Choosing the right platform for your audience (Facebook, Instagram, LinkedIn, etc.).
- ↳ Creating an effective social media marketing strategy.
- ↳ Content types: Posts, Stories, Reels, Videos, etc.

## Social Media Content Creation

### Training Session:

- ↳ Writing engaging social media copy.
- ↳ Best practices for visuals and multimedia.
- ↳ Understanding user behavior and engagement on different platforms.
- ↳ Creating a content calendar for social media.

## Social Media Strategy

### Training Session:

- ↳ Creating a social media strategy from scratch.
- ↳ Content types: Organic vs. Paid posts.
- ↳ Setting objectives, goals, and tracking social media KPIs.
- ↳ Engagement techniques: responding to comments, polls, and contests.

## Social Media Ads: Overview

### Training Session:

- ↳ Introduction to Paid Ads: Facebook, Instagram & LinkedIn.
- ↳ How Social Media Ads fit into your strategy.
- ↳ Understanding ad formats: Carousel, Image, Video, Stories Ads.
- ↳ Setting up an ad campaign: Objectives, targeting, and budgeting.

## Facebook & Instagram Ads: Deep Dive

### Training Session:

- ↳ Advanced targeting options (interests, behaviors, demographics).
- ↳ Understanding Facebook Ad Manager and campaign structure.
- ↳ A/B testing and optimizing ads.
- ↳ Budgeting strategies: Cost-per-click (CPC) vs. Cost-per-impression (CPM).

## Analytics & Tracking for Social Media

### Training Session:

- ↳ Introduction to Social Media Analytics: Metrics to track (engagement, reach, impressions).
- ↳ Using platform insights: Facebook Insights, Instagram Analytics, LinkedIn Analytics.
- ↳ Tools for advanced analytics (Google Analytics, Hootsuite, Sprout Social).

# Ads

## Introduction to Search Engine Marketing (SEM)

### Training Session:

- ↳ What is SEM? Differences between SEO and SEM.
- ↳ Introduction to Google Ads: Campaign setup, bidding strategies, and keywords.
- ↳ Understanding Google Ads metrics: Impressions, clicks, CPC, ROI.

## Advanced Google Ads

### Training Session:

- ↳ Deep dive into Google Ads: Search vs. Display campaigns.
- ↳ Using Ad Extensions and Dynamic Ads.
- ↳ Understanding Quality Score and how to improve it.
- ↳ Optimizing campaigns based on performance data



## **Meta Ads**

### **Introduction to Meta Ads**

- ↳ Overview of Meta Ads (Facebook & Instagram Ads).
- ↳ Why Meta Ads are essential for businesses.
- ↳ Types of Meta Ads: Awareness, Consideration, and Conversion.

### **Ad Account Basics & Setup**

- ↳ Setting up a Meta Business Account.
- ↳ Navigating Meta Ads Manager.
- ↳ Key components: Campaigns, Ad Sets, and Ads.

### **Understanding Ad Objectives**

- ↳ Overview of campaign objectives: Awareness, Traffic, Engagement, Leads, Sales.
- ↳ Choosing the right objective based on business goals

### **Targeting & Budgeting**

- ↳ Audience targeting: Demographics, Interests, Behaviors, and Lookalike Audiences.
- ↳ Setting a budget: Daily vs. Lifetime.
- ↳ Bid strategies and optimization.

## **Practice Session:**

### **Setting Up a Campaign**

- ↳ Log into Ads Manager and create a test campaign.

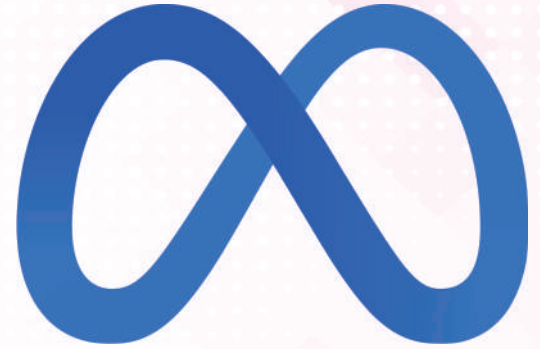
### **Designing Ads**

- ↳ Create a compelling ad with
- ↳ Preview the ad to ensure it aligns with the objective.

## **Review & Optimization of Digital Campaigns**

### **Training Session**

- ↳ How to analyze and improve your digital campaigns.
- ↳ Using data and analytics to refine strategy (A/B testing, refining target audiences).
- ↳ Reviewing the overall performance: Social media, ads, SEO, content marketing.
- ↳ Continuous improvement and staying updated with digital trends.



# FUNNELS

## Introduction to Digital Marketing Funnels

### Training Session:

- ↳ What is a digital marketing funnel? Understanding stages: Awareness, Consideration, Conversion, Retention, and Advocacy.
- ↳ Importance of funnels in marketing strategy.
- ↳ Overview of tools to build and track funnels (Google Analytics, HubSpot, ClickFunnels, etc.).
- ↳ Examples of successful funnels across industries.

## Building Awareness and Lead Generation Strategies

### Training Session:

- ↳ Strategies to drive traffic at the top of the funnel (SEO, content marketing, social media ads).
- ↳ Lead magnets: Free resources, eBooks, webinars, and how they attract leads.
- ↳ Landing pages: Design essentials and best practices.
- ↳ Key metrics to measure awareness (website traffic, impressions, click-through rates).

## Nurturing Leads in the Consideration Stage

### Training Session:

- ↳ Email marketing and automated workflows to nurture leads.
- ↳ Retargeting strategies (Google Ads, Facebook Ads) for prospects in the consideration stage.
- ↳ The role of content: Case studies, testimonials, product demos.
- ↳ Measuring engagement (email open rates, ad re-engagement metrics).

## Conversions and Sales Strategies

### Training Session:

- ↳ Optimizing conversion rates: A/B testing, CTAs, and pricing strategies.
- ↳ Tools for managing conversions (CRM systems, landing page builders).
- ↳ Creating compelling offers: Discounts, free trials, limited-time offers.
- ↳ Metrics to track conversions (conversion rate, cost per conversion, ROI).

## Retention and Advocacy

### Training Session:

- ↳ Strategies for customer retention: Loyalty programs, email newsletters, exclusive content.
- ↳ Encouraging advocacy: Referral programs, reviews, and user-generated content.
- ↳ Tools for retention and advocacy (Mailchimp, ReferralCandy, Trustpilot).
- ↳ Key metrics to track retention (churn rate, customer lifetime value, net promoter score).

# WEB ANALYTICS

## Introduction to Web Analytics

### Training Session:

- ↳ What is Web Analytics? Importance in digital marketing and decision-making.
- ↳ Overview of key metrics: Sessions, Users, Bounce Rate, Conversion Rate, etc.
- ↳ Introduction to popular tools: Google Analytics, Adobe Analytics, Matomo.
- ↳ Setting up Web Analytics: Creating accounts, adding tracking codes.

## Understanding User Behavior

### Training Session:

- ↳ Analyzing user behavior: Pages per session, average session duration, exit rate.
- ↳ Tracking user journeys: Entry points, navigation paths, and exit points.
- ↳ Identifying high-performing and low-performing pages.
- ↳ Using heatmaps and session recordings to understand user actions (e.g., Hotjar).

## Traffic Sources and Audience Segmentation

### Training Session:

- ↳ Understanding traffic sources: Direct, organic, referral, social, paid.
- ↳ Using UTM parameters to track campaigns effectively.
- ↳ Audience segmentation: Demographics, geographics, device types, and new vs. returning users.
- ↳ Leveraging audience insights for targeting and personalization.

## Conversion Tracking and Goals

### Training Session:

- ↳ What are conversions? Setting up goals in Google Analytics (destination, event, duration, and pages/screens per session).
- ↳ Understanding e-commerce tracking: Transactions, revenue, and product performance.
- ↳ Defining KPIs for various business models (e.g., e-commerce vs. service-based).
- ↳ Introduction to Google Tag Manager for advanced tracking.

## Reporting, Insights, and Optimization

### Training Session:

- ↳ Creating custom reports and dashboards in Google Analytics.
- ↳ Data interpretation: Identifying trends and actionable insights.
- ↳ Reporting automation tools: Google Data Studio overview.
- ↳ Optimizing campaigns based on analytics insights (e.g., improving CTR, reducing bounce rates).

### Bonus Suggestions:

- ↳ Final Project: Participants create a comprehensive analytics report for a mock or real website, including traffic, user behavior, conversions, and optimization suggestions.
- ↳ Provide downloadable templates for dashboards, reports, and campaign tracking.
- ↳ Share a list of additional tools like SEMrush, Ahrefs, and Crazy Egg for expanding their analytics knowledge.

# ECOMMERCE

## Introduction to Shopify and Store Setup

### Training Session:

- ↳ What is Shopify? Benefits of using Shopify for ecommerce.
- ↳ Overview of Shopify plans and pricing.
- ↳ Step-by-step guide to creating a Shopify account.
- ↳ Exploring the Shopify dashboard: Products, Themes, Settings, and Apps.

## Adding Products and Managing Inventory

### Training Session:

- ↳ How to add products in Shopify: Title, description, images, pricing, and inventory.
- ↳ Setting up product categories and collections for better organization.
- ↳ Managing inventory and setting up stock-keeping units (SKUs).
- ↳ Overview of digital vs. physical product setups.

## Customizing Your Store Design

### Training Session:

- ↳ Choosing the right theme for your Shopify store (free vs. paid themes).
- ↳ Customizing the store's look: Logo, fonts, colors, and layout.
- ↳ Adding essential pages: About Us, Contact Us, FAQ, and Privacy Policy.
- ↳ Making your store mobile-friendly and responsive.

## Setting Up Payments, Shipping, and Policies

### Training Session:

- ↳ Setting up payment gateways (Shopify Payments, PayPal, Stripe).
- ↳ Configuring shipping settings: Flat rate, free shipping, and local pickup.
- ↳ Setting up taxes and legal policies (refund, privacy, and terms of service).
- ↳ Testing your checkout process.

## Marketing, Apps, and Launching Your Store

### Training Session:

- ↳ Introduction to Shopify apps: Email marketing, SEO, and analytics.
- ↳ Setting up basic SEO for your store: Meta titles, descriptions, and URLs.
- ↳ Integrating marketing tools (e.g., social media and email campaigns).
- ↳ Checklist for launching your Shopify store: Testing, reviewing, and publishing.

## Bonus Suggestions

- ↳ Final Project: Participants build a complete Shopify store for a mock or real business, including products, pages, and basic design.
- ↳ Share a list of Shopify apps for advanced features (e.g., Oberlo for dropshipping, Yotpo for reviews).
- ↳ Provide a "Post-Launch Checklist" covering analytics setup, ongoing marketing, and performance monitoring.



# BLOGGING

## Introduction to Blogging

### Training Session:

- ↳ What is blogging? Importance and benefits of starting a blog.
- ↳ Types of blogs: Personal, professional, niche-specific, and lifestyle blogs.
- ↳ Selecting a niche: Understanding your interests, audience, and market demand.
- ↳ Overview of blogging platforms: WordPress, Blogger, Medium, Wix, etc.

## Content Planning and Writing

### Training Session:

- ↳ Components of a good blog post: Headline, introduction, body, and conclusion.
- ↳ Researching topics and creating a content calendar.
- ↳ Writing engaging headlines and structuring posts for readability.
- ↳ Basics of storytelling and using visuals to enhance content.

## SEO and Optimization

### Training Session:

- ↳ Basics of SEO: Keywords, meta descriptions, alt text, and internal/external links.
- ↳ Finding the right keywords using free tools (Google Keyword Planner, Ubersuggest).
- ↳ Optimizing blog posts for search engines.
- ↳ Understanding on-page and off-page SEO.

## Blog Design and Promotion

### Training Session:

- ↳ Customizing your blog's design: Themes, fonts, colors, and navigation.
- ↳ Setting up essential pages: About, Contact, and Privacy Policy.
- ↳ Introduction to blog monetization: Ads, affiliate marketing, and sponsored posts.
- ↳ Promoting blogs via social media, email marketing, and forums.

## Analytics and Growth Strategies

### Training Session:

- ↳ Tracking blog performance: Google Analytics basics.
- ↳ Understanding traffic sources and audience behavior.
- ↳ Tips for improving engagement: Comments, CTAs, and interactive content.
- ↳ Long-term strategies: Consistency, networking, and collaborations.

### Bonus Suggestions

- ↳ Final Project: Participants publish a complete blog post on their chosen niche, including SEO optimization and promotion.
- ↳ Share downloadable templates for content planning, SEO checklists, and promotion strategies.
- ↳ Provide examples of successful blogs in different niches to inspire participants.

# AI for Digital Marketing

## Topics Covered

### AI Design Tools:

- ↳ Features like Magic Design and Text-to-Image tools.
- ↳ Hands-on Activity: Create an Instagram post for a product or service.

### Content Writing Tools

- ↳ Generating captions, ad copy, and hashtags.
- ↳ Hands-on Activity: Generate 5 captions for an upcoming campaign.

### AI Video Tools:

- ↳ Transform text into short videos.
- ↳ Hands-on Activity: Convert a blog into a 1-minute video.

### AI for Content Ideation:

- ↳ Tools for blog and social media content ideas.
- ↳ Hands-on Activity: Generate a 1-week content plan.

### AI Ad Campaigns:

- ↳ Creating AI-optimized ad copy and visuals.
- ↳ Hands-on Activity: Plan a Facebook/Google ad campaign.

### AI for Project Management:

- ↳ Streamlining team collaboration and deadlines.
- ↳ Hands-on Activity: Create a campaign workflow.

# Digital Marketing Automations

## Introduction to Digital Marketing Automation

### What is Marketing Automation?:

- ↳ Definition and the role of marketing automation in modern digital marketing.
- ↳ How automation saves time and improves efficiency in marketing campaigns.
- ↳ Benefits: Lead nurturing, personalized communication, improved customer experience, and data-driven decisions.

### Key Components of Marketing Automation:

- ↳ Email Marketing Automation.
- ↳ Social Media Automation.
- ↳ Lead Scoring and Nurturing.
- ↳ Data Analytics and Reporting.

### Overview of Popular Marketing Automation Tools

- ↳ Tools like Mailchimp & Pabbly.
- ↳ Key features of each platform and when to use them.

## Practice Session

### Hands-on with a Tool: Pabbly for practice

## Creating Email Campaigns in Automation Tools

- ↳ Setting up email workflows: Define the goal (e.g., lead nurturing, product launch, etc.).
- ↳ Personalization and segmentation: Using dynamic content and subscriber data to personalize emails.

## Best Practices for Email Automation

- ↳ Email frequency and timing: When and how often to send automated emails.
- ↳ How to track email performance: Open rates, click-through rates (CTR), conversion rates, etc.
- ↳ Optimizing your subject lines, email copy, and calls-to-action (CTAs).

## Automating Social Media Campaigns

- ↳ Overview of social media scheduling tools: Buffer, Hootsuite and Metricool.
- ↳ How to automate posts on multiple platforms (Facebook, Instagram, Twitter, LinkedIn).
- ↳ Using social listening tools to track brand mentions, relevant hashtags, and competitor activities.

# Freelance

## Freelancing Setup – Creating an Online Portfolio

### Why an Online Portfolio Matters:

- ↳ The importance of an online portfolio to showcase your skills and experience.
- ↳ Tips for presenting your work effectively, including case studies, process flows, and business analysis documents.

### Building Your Portfolio:

- ↳ Platforms to create your portfolio: LinkedIn, WordPress, Behance.
- ↳ How to structure a portfolio: Key sections include About Me, Case Studies, Testimonials, and Services Offered.

## Marketing Yourself as a Freelancer

### Building Your Personal Brand:

- ↳ How to position yourself as a freelancer in the competitive market.
- ↳ Tips for networking: LinkedIn, attending webinars, joining online communities.
- ↳ Content marketing strategies to build authority in your field (e.g., writing blogs, case studies, webinars).

### Pricing Your Freelance Services:

- ↳ How to determine your hourly or project-based rate.
- ↳ Factors that influence pricing: Experience, market demand, project complexity.



## Managing Client Expectations & Communication

### Client Relationship Management:

- ↳ How to manage client expectations and maintain positive relationships throughout the project.
- ↳ Setting clear project milestones, deadlines, and communication protocols.

### Effective Communication

- ↳ Best practices for email, video calls, and in-person meetings with clients.
- ↳ Importance of active listening and feedback loops to refine requirements and project deliverables.

## Contract Management & Legalities of Freelancing

### Freelance Contracts:

- ↳ Understanding the importance of having a contract for each freelance project.
- ↳ Key elements to include in a contract: Scope of work, payment terms, confidentiality, and timelines.

### Freelance Legalities:

- ↳ Setting up your business structure (sole proprietor, LLC, etc.).
- ↳ Taxes and invoicing: How to manage your freelance finances, tax liabilities, and invoicing practices.

## Time Management for Freelancers

### Time Management Tools and Techniques

- ↳ The importance of time management as a freelancer:  
Pomodoro Technique, Time Blocking, and Task Prioritization.
- ↳ Tools for managing your time and tasks: Trello, Asana, ClickUp.

### Balancing Multiple Projects:

- ↳ How to manage multiple clients and projects simultaneously without burnout.
- ↳ Setting realistic deadlines and avoiding over-promising to clients.



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