



## Virtual Internship Program

# Digital Marketing With Practice

### Module-1

- Digital Marketing, Traditional Marketing Vs Digital Marketing and its Evolution
- Various Techniques including Offline and Online Digital Marketing and Importance
- Search Engine Optimization Technique in the Digital Marketing
- Need for the SEO, On-Page SEO, Off-Page SEO, Technical SEO and Local SEO
- Strategies and Techniques for the Search Engine Optimization
- Marketing Segmentation including Demographic, Psychographic, Geographic and etc.
- Marketing Strategies (Marketing Mix – 4PCs and 7PCs) and Customer Centric Mixing
- Terminology in Digital Marketing Incl. SEO, On-Page, Off-Page, Leads, Traffic etc.

### Module-2

- Social Media Marketing (Facebook, Instagram, LinkedIn and etc. platforms)
- YouTube Chanel Monetization and effective Strategies for YouTube Marketing
- The concept of Content Management Systems (WordPress, WIX, Shopify and etc.)
- Creation of Website and steps to be considered for creating the website
- Case Study on Digital Marketing Importance for Small Scale Businesses
- Website Analytics (Traffic and Insights) and Google Ad-Sense
- Creation of Blog and ways for creating the Blog and purpose of Blogs
- Competitive Analysis and Framework for the Competitive Analysis

### Module-3

- Network Marketing and Affiliate Marketing. Instruction on the Affiliate Marketing
- Facebook and Instagram Marketing and eye-view on Social Media Marketing
- YouTube Channel Creation, Monetization and Effectiveness of the YouTube Channel
- Inbound Marketing Strategies and Outbound Marketing Strategies
- Neuro Marketing Strategies importance of Neuro Marketing Concept
- Digital Marketing Budgeting and Forecasting of the Digital Marketing
- Forecasting of the Digital Marketing
- Case Study on Marketing Strategies followed by Local Businesses



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### Module-4

- Working on the Google My Business and Bing Business Accounts Creation
- Pay-Per-Click and Content Creation and Content Marketing Strategies
- Interest, Online Lead Generation, Conversion and Conversion of the Sale
- Retail Marketing in the Digital Marketing Era (E-Commerce and Channels in it)
- Recent Developments in the Digital Marketing and Emerging Trends
- Various Marketing Strategy Types (Mobile Marketing, Neuro and etc. strategies)
- Importance of References in Businesses and Self-Promotion

### Module-5

- Campus Ambassador Programme and feasibility in recent marketing trends
- Problems to be faced while doing Social Media Marketing
- E-Mail Marketing and Importance of E-Mail Marketing
- Types of E-Mails as a part of Business and Brand Promotion
- Concept of Product-Life Cycle and stages in the Product Life Cycle
- How the websites are created by using WordPress (At glance)
- Case Study or Live Activity on Content Marketing
- Case Study or Live Activity on Business Plan including USP

### Module-6

- Working with the Introduction Chapter Including Objectives, Need for the study and etc
- Working with the Industry Profile and Company Profile Chapter
- Working with the Theoretical Framework Chapter
- Working with the Results and Discussion or Data Analysis Chapter
- Working with the Findings, Suggestions and Conclusion Chapter
- Preparation of the Academic Project Report as per the Guidelines given by the concerned university