

Course Outline: Digital Marketing Course for Educators

Syllabus

<p>1. Introduction</p> <ul style="list-style-type: none"> • Digital Marketing Vs Traditional Marketing • How Digital Marketing in Education sector is different from other sectors • Digital Marketing Case Studies from Education Sector <p>2. Competitor Analysis</p> <ul style="list-style-type: none"> • Comprehensive competitor analysis using SEMrush and other tools. • Understand the competitor strategy • Frame your own strategy to achieve your marketing objectives <p>3. Plan your Website</p> <ul style="list-style-type: none"> • Website creation through Google Sites (Videos) • Website plan on Wordpress <p>4. SEO</p> <ul style="list-style-type: none"> • What is SEO and why it is important • What are Search Engines and its components • White Hat & Black Hat SEO • Types of SEO <p>i. On-Site SEO</p> <ul style="list-style-type: none"> ➤ Keyword Research, Site speed, Meta tags, 	<p>Mobile optimization, Broken links, Link pages, Duplicate content, Crawling, Anchor text, URL structure, Curate content, Unique headline</p> <p>ii. Off-Site SEO</p> <ul style="list-style-type: none"> ➤ Domain Authority, Link building, Social media, Blogging, Guest articles, Social Bookmarking <p>5. Google Ads</p> <ul style="list-style-type: none"> • What is SEM & its objectives • What is Pay per Click marketing? Why PPC? • Difference between SEO and PPC • How to use paid search • What is Google Ads? How does Google Ads work? • How does Google ads Auction work? • How does Google determine which ad is shown where? • Creation of Google Ads account • Keywords, its types and tools • Basic Metrics • Audience targeting • Google campaign types, goals & their benefits 	<ul style="list-style-type: none"> • Creation of Google campaigns • Ad Formats & requirements • Ad Extensions • Ad Text Best Practices • Bidding and Budget <p>6. Facebook & Instagram Ads</p> <ul style="list-style-type: none"> • For what kind of customers Facebook marketing is effective? • Reasons Why you should use Facebook Ads right Now • Organic Marketing • Inorganic Marketing • About Facebook Pages • Finding your Audience • How to target Facebook Ads? Location, Demographics, Interest, Behavior • How to Create a Facebook Audience from Files, website traffic, engagement • Campaign Objectives • Types of Facebook Ads • How to Create a Facebook Audience <p>7. LinkedIn Ads</p> <ul style="list-style-type: none"> • Create your Educational institute page • LinkedIn ad types and formats
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<ul style="list-style-type: none"> • LinkedIn advertising costs • LinkedIn advertising targeting options • How to create a LinkedIn campaign • LinkedIn advertising best practices <p>8. Youtube channel & marketing</p> <ul style="list-style-type: none"> • Tips for making a good educational channel • YouTube Monetization Policy • What is YouTube SEO? • Keyword research tools • Identify Search intent • Satisfy your search intent with a high retention video • On-page video optimization • In-video optimization • Publish and promote your video • Youtube Analytics <p>9. Quora</p> <ul style="list-style-type: none"> • Quora Ads manager • Campaign structure • Conversion pixel for Quora ads • Set up Ad campaign • Pros & Cons of Quora Ads <p>10. Google Analytics</p> <ul style="list-style-type: none"> • What is Google Analytics • Why you need Google 	<p>Analytics</p> <ul style="list-style-type: none"> • Why use Google Analytics? • How to set up & use Google Analytics? • Real Time Data • Audience Data • Acquisition Data • Behaviour • Conversions • Additional Setting up <p>11. Content Marketing</p> <ul style="list-style-type: none"> • What is Content marketing and why is it important? • Types of Content marketing with examples • Content marketing strategy <p>12. Database Marketing in Education</p> <ul style="list-style-type: none"> • Various database in Education sector • Reaching your audience using Database • Email • Social Media campaigns • Adwords • Youtube • Whatsapp <p>13. Influencer Marketing</p> <ul style="list-style-type: none"> • What is Influencer Marketing • How to grow your business with Influencer marketing 	<ul style="list-style-type: none"> • How to choose an influencer that's best for your marketing campaign • How to Reinforce Your Customer Acquisition Strategy with Influencer Marketing • Tools to Find Influencers & Track Your Marketing Campaigns • How to Work with YouTube Influencers to Grow Your Brand • All You Need to Know About the ROI of Influencer Marketing <p>14. Email Marketing</p> <ul style="list-style-type: none"> • What is Email Marketing and importance of email marketing • How to do email marketing • Growing your email list & increasing conversion • Choosing an email marketing service • Email list segmentation • Improve email open rates • Automating your email marketing • How to build an email marketing strategy <p>15. Local SEO</p> <ul style="list-style-type: none"> • What is Local SEO? • Keyword research • Google My Business,
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<p>Sulekha, Shiksha, Collegedunia, Career 360, Pagalguy, Justdial etc.</p> <ul style="list-style-type: none"> • Local Citations • Link Building • Reviews <p>16.IT Tools and Automation</p> <ul style="list-style-type: none"> • Zoho CRM & Landing Page • Payment Pages • Google Forms • Automation <p>17. Analysis using Excel sheet</p> <ul style="list-style-type: none"> • Check the effectiveness of campaign using Filter and Advance filer • Graphical Representation of Campaign performance using Charts • Analysis using Pivot Table • Other useful spreadsheet function: <ul style="list-style-type: none"> ➤ Sorting <p>18. Design Creative images</p> <ul style="list-style-type: none"> • AIDA Model • Basics of Design • Basics on Design tool • Design infographic and creatives using Canva 	<p>19. Whatsapp business & its uses in Education Industry</p> <ul style="list-style-type: none"> • Create effective communication and designs for Whatsapp • Which things become Viral on Whatsapp and how you can leverage that • Dos and Don'ts of marketing on Whatsapp and Whatsapp Business 	
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