

Crashed Course outline for digital marketing.

Week 1: Introduction to Digital Marketing

Day 1: What is Digital Marketing? Overview of Channels (SEO, Social Media, Content, Email)

- A) Definition and importance
- B) Comparison with traditional marketing
- C) Key digital channels and their roles

Day 2: Setting Digital Marketing Goals and Objectives

- A) Introduction to SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)
- B) Key metrics: Traffic, Impressions, Conversions

Week 2: Website and SEO Basics

Day 1: Website Fundamentals and User Experience (UX)

- A) Importance of having a website
- B) Basic structure (Homepage, About, Contact)
- C) User-friendly design and navigation

Day 2: Introduction to Search Engine Optimization (SEO)

- A) What is SEO and how it works?
- B) On-page SEO basics: Keywords, meta tags, headings, and content optimization

Week 3: Social Media Marketing Essentials

- A) Day 1: Overview of Social Media Marketing
- B) Introduction to popular platforms (Facebook, Instagram, Twitter, LinkedIn)
- C) Setting up a business profile
- D) Importance of consistent branding

Day 2: Social Media Content Strategy

- A) Types of content: Posts, images, videos, stories
- B) Engaging your audience: Likes, comments, shares, and followers
- C) Basic tools for scheduling and analytics (e.g., Buffer, Hootsuite)

Week 4: Introduction to Email and Content Marketing

Day 1: Email Marketing Fundamentals

- A) Why email marketing matters
- B) Building an email list: Signup forms, lead magnets
- C) Basic email campaigns: Welcome emails, newsletters

Day 2: Basics of Content Marketing

- A) What is content marketing?
- B) Creating simple content (Blogs, infographics, videos)
- C) Introduction to content distribution (Social sharing, blogs)

Week 5: Paid Advertising and Basic Analytics

Day 1: Introduction to Paid Advertising (PPC) (What is Pay-Per-Click (PPC)?)

- (a) Basic overview of Google Ads and social media ads
- © How to set a simple ad campaign (audience targeting, budget setting)

Day 2: Basic Analytics and Measuring Success

- (a) Introduction to Google Analytics: Tracking website traffic
- (b) Understanding basic metrics: Bounce rate, session duration, user behavior

© Simple reporting: Presenting data to assess performance