Digital Marketing Department
Training Structure
2nd Batch 2024 - 2025

*PHASE – 1: **3 Months Training** (2 Hours Daily)	**PHASE – 2: **3 Months Internship** (4 Hours Daily)
11th November 2024 to 11th February 2025	17th February 2025 to 16th May 2025
06:00pm to 08:00pm (Monday to Friday)	**05:00pm to 09:00pm** (Monday to Friday)

**Only candidates selected from Phase-1 (training) based on performance will move on to Phase-2 (internship).*
***Only selected interns from will be considered for full-time employment.*

1st Month – Training Structure (Basic Concepts Introduction)

1- Introduction to Digital Marketing

1.1 Importance in the modern business world
1.2 Channels (PPC, Email, Social, Content, etc.)
1.3 Comparison with traditional marketing.

2- Digital Marketing Strategy/Funnel

2.1 Awareness, consideration, conversion stages
2.2 Creating funnels for digital campaigns.
2.3 Creating Digital Marketing Strategy for Projects.

3- Understanding Buyer Personas

3.1 Defining and creating target personas
3.2 Identifying pain points and goals
3.3 Using tools like SemRush and HubSpot's persona templates

4- Google Analytics Basics

4.1 Overview, setting up an account, installing tracking codes
4.2 understanding key metrics: sessions, users, bounce rates, and user behavior on websites.

5- Basics of Paid Advertising (PPC)

5.1 Introduction to Google Ads
5.2 Understanding ad types (search, display, shopping, video)
5.3 Basics of CPC, CPM, CTR, and quality score

6- Introduction to Audience Targeting

6.1 Defining target audiences based on demographics, interests, and behavior
6.2 Basic segmentation techniques

7- Creating Simple Google Ads Campaign

7.1 Hands-on setup: creating an account, researching keywords, creating ads, setting budgets, monitoring performance.

8- Digital Ad Copywriting Basics

8.1 Understanding compelling ad headlines, description lines, crafting CTAs, and learning AIDA (Attention, Interest, Desire, Action) principles for effective ads.

9- Campaign Monitoring & Reporting

9.1 Introduction to key metrics
9.2 Reading performance reports in Google Ads
9.3 Understanding conversion tracking basics

2nd Month – Training Structure (Social Media and Content Marketing Basics)

10- Introduction to Social Media Marketing

10.1 Overview of key platforms: Facebook, Instagram, LinkedIn, Twitter
10.2 Setting up business profiles
10.3 Understanding social algorithms, and brand presence creation

11- Content Creation for Social Media

11.1 Basics of content types: images, videos, infographics
11.2 Tools like Canva for designing simple graphics
11.3 Importance of consistency and branding across platforms

12- Social Media Strategy Development

12.1 Developing a social media content calendar, defining content pillars
12.2 Scheduling posts using tools like Hootsuite, basic strategy execution.

13- Paid Social Advertising (Meta Ads)

13.1 Introduction to Facebook Ads Manager
13.2 Setting up simple ad campaigns
13.3 Targeting options, creating custom audiences, using lookalike audiences

14- Social Media Metrics & Optimization

14.1 Understanding engagement metrics (likes, comments, shares)
14.2 Conversion tracking, social media analytics tools (native insights, Facebook Analytics)

15- Ad Copywriting for Social Media

15.1 Understanding attention-grabbing ad headlines, crafting CTAs tailored for social media
15.2 Understanding the difference between organic vs. paid content copy

3rd Month – Training Structure (Email Marketing, Influencer Marketing, and Basic Reporting)

16- Introduction to Email Marketing

16.1 Basics of email marketing, importance of list building
16.2 Introduction to email marketing tools (MailChimp, ActiveCampaign), crafting simple email templates.

17- Email Campaign Creation

17.1 Setting up a simple campaign, segmentation techniques, basics of email automation, writing effective subject lines and email content.

18- Email Marketing Metrics

18.1 Tracking open rates, click-through rates (CTR), bounce rates, conversions
18.2 Learning how to improve email deliverability and engagement

19- Introduction to Influencer Marketing

19.1 Identifying influencers in various industries, basics of reaching out to influencers, negotiation tactics, and structuring simple influencer partnerships.

20- Introduction to Reporting & Analytics

20.1 Basics of setting up marketing reports (Google Data Studio, native platform analytics), understanding key metrics, and setting up KPIs.

21- Final Project for Phase 1

21.1 Setting up a simple campaign (email or social media), tracking results, preparing a performance report, and presenting findings.