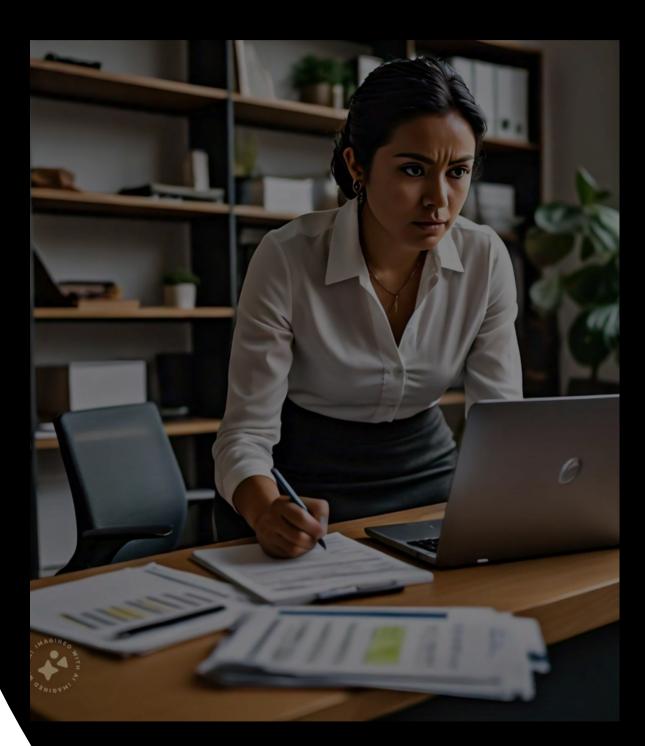TS
TECH TEACH
EDUCATIONALSOLUTIO

DIGITAL MARKETING

OUR MISSION :

"Our mission is to empower learners worldwide through innovative technology, personalized learning experiences, and accessible educational resources. We strive to cultivate a community where every individual can achieve their full potential, regardless of their background or circumstances."

OUR VALUES :

"To pioneer the future of education by leveraging cutting-edge technology to make learning more engaging, effective, and inclusive. We envision a world where education transcends boundaries, creating opportunities for lifelong learning and fostering a society enriched by knowledge and creativity."

COURSE CURRICULUM:

Week 1: Introduction to Digital Marketing
- Day 1-2: Overview of Digital Marketing
  - Definition, importance, and scope of digital marketing.
  - Key components and channels in digital marketing.
- Day 3-4: Setting Up Digital Marketing Tools
  - Introduction to essential tools (Google Analytics, Google Ads, social media platforms).
  - Setting up accounts and understanding basic functionalities.
- Day 5: Introduction to SEO
  - Basics of Search Engine Optimization (SEO).
  - On-page and off-page SEO techniques.

COURSE CURRICULUM:

Week 2: Content Marketing and Blogging
- Day 1-2: Content Marketing Basics
  - Importance of content in digital marketing.
  - Types of content (blogs, videos, infographics, etc.).
- Day 3-4: Blogging and Content Creation
  - Setting up a blog (WordPress or other platforms).
  - Writing and optimizing blog posts for SEO.
- Day 5: Content Strategy
  - Developing a content marketing strategy.
  - Content calendar planning and management.

COURSE CURRICULUM:

Week 3: Social Media Marketing
- Day 1-2: Introduction to Social Media Marketing
  - Importance of social media in digital marketing.
  - Overview of major social media platforms (Facebook, Instagram, Twitter, LinkedIn).
- Day 3-4: Social Media Strategies and Tools
  - Creating and managing social media profiles.
  - Social media content planning and scheduling tools (Hootsuite, Buffer).
- Day 5: Social Media Advertising
  - Basics of social media advertising.
  - Creating and managing ads on Facebook and Instagram.

COURSE CURRICULUM:

Week 4: Email Marketing and Automation
- Day 1-2: Introduction to Email Marketing
  - Importance of email marketing.
  - Building and managing email lists.
- Day 3-4: Email Campaigns and Tools
  - Creating email campaigns using tools like Mailchimp or Constant Contact.
  - Designing effective email templates.
- Day 5: Email Automation
  - Setting up automated email sequences.
  - Analyzing email campaign performance.

COURSE CURRICULUM:

Week 5: Pay-Per-Click (PPC) Advertising
- Day 1-2: Introduction to PPC
  - Basics of PPC and how it works.
  - Overview of Google Ads.
- Day 3-4: Creating PPC Campaigns
  - Setting up Google Ads campaigns.
  - Keyword research and selection.
- Day 5: PPC Optimization and Analysis
  - Analyzing campaign performance.
  - Techniques for optimizing PPC campaigns.

COURSE CURRICULUM:

Week 6: Analytics and Data-Driven Marketing
- Day 1-2: Introduction to Web Analytics
  - Importance of data in digital marketing.
  - Overview of Google Analytics.
- Day 3-4: Tracking and Measuring Performance
  - Setting up and configuring Google Analytics.
  - Key metrics and KPIs to track.
- Day 5: Data-Driven Decision Making
  - Analyzing data to make informed marketing decisions.
  - Reporting and presenting insights.

COURSE CURRICULUM:

Week 7: Advanced Digital Marketing Techniques
- Day 1-2: Conversion Rate Optimization (CRO)
  - Basics of CRO and its importance.
  - Techniques for improving conversion rates.
- Day 3-4: Affiliate Marketing and Influencer Marketing
  - Overview of affiliate marketing.
  - Leveraging influencers for digital marketing campaigns.
- Day 5: Mobile Marketing
  - Importance of mobile marketing.
  - Techniques for effective mobile marketing.

COURSE CURRICULUM:

Week 8: Final Project and Presentations
- Day 1-4: Final Project Development
  - Students work on a comprehensive final project that integrates multiple aspects of the curriculum.
- Day 5: Project Presentation and Evaluation
  - Students present their projects.
  - Feedback and evaluation.

Our Partners Company's

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THANK YOU

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