



START coding TODAY



**A PROVEN PATH TO GET A JOB
IN 6 TO 8 MONTHS OR LESS**



about Shiva concept solution

Shiva Concept Solution is the top software training center in Indore, India. Since 2013, we have taught more than 50,000 students with high-quality instruction.

ISO-certified and MSME-approved

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Digital Marketing Syllabus

Duration 2-3-months

Project Covered 2-Live Project

Module 1: Digital Marketing Basics

- What is digital marketing?
- Digital vs traditional marketing
- Current digital landscape in India (and globally)
- Understanding B2B vs B2C marketing
- Buyer persona and customer journey
- Key digital marketing metrics & KPIs

Module 2: Website Planning & Design

- Importance of a website for digital marketing
- Domain registration, hosting, CMS (focus on WordPress)
- Basics of UX/UI design for marketing
- Website architecture, navigation, mobile responsiveness
- Landing page design (conversion-focused)

✓ **Tools:** WordPress, Elementor, Wix

Module 3: Search Engine Optimization (SEO)

- How search engines work (Google, Bing)
- On-page SEO (meta tags, headings, keyword optimization, content structuring)
- Off-page SEO (backlinks, guest posting, PR)
- Technical SEO (site speed, schema, crawling/indexing, sitemaps)
- Local SEO (Google My Business, local citations)
- SEO Audit + reporting

✓ **Tools:** Google Search Console, Ahrefs, SEMrush, Screaming Frog, Yoast SEO

Module 4: Content Marketing

- Content strategy (types of content: blogs, videos, infographics, ebooks)
- Content creation frameworks
- Blogging and article writing (SEO-friendly)
- Video marketing basics (YouTube optimization)
- Content distribution channels
- Repurposing content for different platforms

✓ **Tools:** Grammarly, Canva, ChatGPT, BuzzSumo, Google Trends

Module 5: Social Media Marketing (SMM)

- Overview of major platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, Pinterest, Threads, WhatsApp)
- Building a social media strategy
- Organic vs paid social media
- Content calendar planning
- Influencer marketing
- Analytics and reporting (engagement, reach, conversions)

✓ **Tools:** Meta Business Suite, LinkedIn Ads, Hootsuite, Buffer, Canva

Module 6: Search Engine Marketing (SEM) & PPC

- Google Ads ecosystem (Search, Display, Shopping, Video)
- Setting up campaigns and ad groups
- Keyword research for PPC
- Writing ad copies and creatives
- Bidding strategies & budget optimization
- Conversion tracking & performance optimization

✓ **Tools:** Google Ads, Google Keyword Planner, Google Analytics, SEMrush

Module 7: Email Marketing

- Building email lists legally (opt-in strategies)
- Creating high-converting email campaigns
- Segmentation & personalization
- Automation workflows (welcome, abandoned cart, follow-ups)
- Analyzing open rates, click-through rates, conversions

✓ **Tools:** Mailchimp, ConvertKit, HubSpot, SendinBlue

Module 8: E-commerce Marketing

- Running an online store (Shopify, WooCommerce)
- Product page optimization
- Cart abandonment strategies
- Promotions & discounting strategies
- Marketplace marketing (Amazon, Flipkart, Meesho)

✔ **Tools:** Shopify, WooCommerce, Google Shopping, Facebook Shops

Module 9: Analytics & Data-Driven Marketing

- Setting up Google Analytics (GA4)
- Tracking user behavior (events, goals, funnels)
- Using Google Tag Manager (GTM)
- Data visualization & dashboard creation
- Attribution models
- Using data for decision making

✔ **Tools:** Google Analytics, Google Tag Manager, Looker Studio (Data Studio), Hotjar

Module 10: Online Reputation Management (ORM)

- Importance of brand reputation
- Managing reviews (Google, Facebook, Trustpilot)
- Crisis management on social media
- Monitoring brand mentions

✔ **Tools:** Google Alerts, Mention, Brand24

Module 11: Mobile Marketing & App Marketing

- SMS & push notification campaigns
- Mobile app store optimization (ASO)
- Mobile UX best practices
- WhatsApp marketing

✔ **Tools:** OneSignal, CleverTap, Branch.io

Module 12: Affiliate Marketing & Influencer Marketing

- Understanding affiliate models (CPA, CPL, CPS)
- Setting up affiliate campaigns
- Managing influencer partnerships
- Tracking affiliate conversions

✔ **Platforms:** Impact, Amazon Associates, Cuelinks, Influencer.in

Module 13: Digital Marketing Strategy & Planning

- Building a 360-degree marketing plan
- Budgeting & channel allocation
- Campaign planning (acquisition, engagement, retention)
- Marketing funnels
- A/B testing and experimentation

Final Module: Jobs, Freelancing & Portfolio Building

- Writing a winning digital marketing resume
- Preparing for interviews (common questions, case studies)
- Building a personal portfolio (real projects, certifications, blogs)
- Getting freelance projects (Upwork, Fiverr, Freelancer)

🌟 Bonus Certifications to Recommend

- Google Ads Certification
- HubSpot Inbound Marketing Certification
- SEMrush SEO Toolkit
- Facebook Blueprint

Real-World Projects (Essential!)

- ✓ SEO Audit & Optimization for a live website
- ✓ Google Ads campaign with budget + report
- ✓ Social media content calendar + analytics report
- ✓ Email marketing automation setup
- ✓ E-commerce marketing plan
- ✓ Final capstone: End-to-end digital marketing strategy for a hypothetical client

If you want, I can **create a week-wise breakdown** or **course slides + notes** for each module! Want me to draft that?

Also, do you want this structured as a **college course (with exams)** or as a **bootcamp/job-prep course**? Let me know!

You said:

tell me syllabus in brief

ChatGPT said:

Sure! Here's a **brief, job-focused Digital Marketing syllabus** — compact and easy to follow:

🚀 Brief Digital Marketing Syllabus (Job-Ready, 2025)

Digital Marketing Fundamentals

- What is digital marketing?
- Digital vs traditional marketing
- Understanding customer journey & funnels

Website Creation & Basics

- Domain, hosting, WordPress setup
- Landing pages & conversion-focused design

Search Engine Optimization (SEO)

- On-page & off-page SEO

- Technical SEO & local SEO
- SEO tools (Google Search Console, Ahrefs)

Content Marketing

- Blogging, video content, infographics
- Content strategy & distribution

Social Media Marketing (SMM)

- Facebook, Instagram, LinkedIn, Twitter
- Organic + paid strategies
- Influencer marketing

Search Engine Marketing (SEM) & PPC

- Google Ads setup
- Keyword research, ad copywriting
- Budgeting, tracking, optimizing

Email Marketing

- List building, campaign creation
- Automation & segmentation
- Email performance metrics

E-commerce & Mobile Marketing

- Shopify, WooCommerce basics
- Cart abandonment, mobile UX, app store optimization

Analytics & Reporting

- Google Analytics 4 (GA4)
- Google Tag Manager, Looker Studio
- Data-driven decision making

10 Affiliate & Influencer Marketing

- Affiliate networks, partnerships
- Influencer outreach, tracking

🌟 Final Module: Job Preparation

- Resume building
- Interview prep
- Portfolio creation
- Freelancing platforms

✅ **Key Tools Covered:** Google Ads, Analytics, Search Console, SEMrush, Ahrefs, Canva, Mailchimp, Hootsuite, Shopify

✓ **Real-World Projects:** SEO audit, Google Ads campaign, social media calendar, email automation, capstone strategy

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