

Digital Marketing

A. Digital Marketing Fundamentals

1. Marketing Psychology

- Consumer behaviour
- Customer journey

2. Brand Positioning

- Value proposition
- Competitor research

3. Digital Funnels

- Awareness → Consideration → Conversion
Output: Full brand strategy document

B. SEO Mastery

1. Keyword Research

- Tools: Ahrefs, SEMrush
- Long-tail vs short-tail

2. On-Page SEO

- Meta tags
- Schema
- Image optimization

3. Off-Page SEO

- Link building
- Guest posting

4. Technical SEO

- Site speed
- XML sitemap
- Robots.txt
Output: SEO report + optimized webpage

C. Social Media Expertise

1. Platform Strategies

- Instagram, Facebook, LinkedIn

2. Content Systems

- Reels
- Carousel posts
- Branding templates

3. Copywriting

- Hooks
- CTAs

Output: 7-Day content calendar + creatives

D. Performance Marketing

1. Google Ads

- Search, Display, Shopping

2. Meta Ads

- Budgeting
- Retargeting

3. Analytics

- Conversion tracking
- A/B testing

Output: Paid campaign blueprint

E. Analytics & Automation

1. Google Analytics

- Traffic analysis
- Behaviour flow

2. Email Marketing

- Funnels
- Automations

Output: Analytics performance report