

BIRLA INSTITUTE OF LIBERAL ARTS AND MANAGEMENT SCIENCES

DIGITAL MARKETING

DURATION : 6 MONTHS (24 WEEKS - 48 CLASSES)

- INTRODUCTION TO DIGITAL MARKETING**
- WORD PRESS FUNDAMENTALS**
- LEAD ACQUISITION/NURTURING/ENGAGEMENT**
- CONTENT MARKETING**
- BASICS OF BLOGGING**
- KEYWORD RESEARCH**
- TOOLS FOR CONTENT MARKETING**
- SEARCH ENGINE OPTIMIZATION**
- ON-PAGE SEO , OFF-PAGE SEO**
- KEYWORD RESEARCH FOR CAMPAIGNS**
- GOOGLE ADWORDS , GOOGLE ANALYTICS**
- FACEBOOK , TWITTER , INSTAGRAM , LINKEDIN , YOUTUBE**
- E-MAIL MARKETING MAILCHIMP BASIC**
- MAILCHIMP CAMPAIGN**
- AFFILIATE MARKETING**
- ECOMMERCE MARKETING**
- DIGITAL MARKETING STRATEGY**

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