



**A COMPLETE
DIGITAL MARKETING COURSE
MODULE**



EDUCATIONAL EXCELLENCE
RUN 2 LEARN

CONTENTS

MODULES:

LESSON 1: SEO

LESSON 2: SMO

LESSON 3: EMAIL MARKETING

LESSON 4: SOCIAL MEDIA
MARKETING

LESSON 5: WEB DESIGN &
DEVELOPMENT

LESSON 6: LEAD GENERATION

LESSON 7: CONTENT MARKETING

SEO



CHAPTER 1: ON PAGE

Here we cover the basic on page factors that is required to make your website SEO-friendly along with the ranking factors in search engine results pages(SERPs).

CHAPTER 2: OFF PAGE

Here we discuss all the link building tactics that are required to gain web traffic and popularity. Also you will learn why back/inks are important ranking parameter.

CHAPTER 3: KEYWORD RESEARCH

Here we demonstrate how to do the keywords research. You will learn about the tools for keyword research and recognize the impact of targeting location specific keywords.

CHAPTER 4: Google Business Profile

Here we discuss about how to set up Google Business Profile.

CHAPTER 5: SEO ALGORITHM

Here we discuss about latest SEO algorithm and their impact on ranking.

CHAPTER 6: GOOGLE ANALYTICS 4

Here you will learn how to set up new Google analytics 4 set up and to measure performance of overall traffic report.

Course Duration: 2.5 Months (20 Classes/40 Hrs.)

Fees: INR 6500/-



About The Author

Mr Tapu Goswami is a Google certified digital marketing trainer having 10+ years of experience and also founder of Educational Excellence.

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S M O



CHAPTER 7: INTRODUCE WITH SOCIAL MEDIA CHANNEL

You will learn the importance of building a social media strategy and how to strengthen your social media presence. You will learn about the variety of social media channels like blogs, microblogs, social networks and social review sites.

CHAPTER 8: ENGAGE WITH USER

Here you will learn the steps how to reach out potential users and engage with them.

CHAPTER 9: SOCIAL MEDIA MEASUREMENT

In this lesson, you will identify the three areas of measurement: Engagement, Promotion, and Conversion. You will also look at outlining a social media funnel and identify metrics associated with each stage.

CHAPTER 10: INFLUENCE OF CONTENT

In this lesson, you will learn how to generate user engaging content that has an impact on SEO.

Course Duration: 2 Weeks (4 Classes/8 Hrs.)

Fees: INR 2500/-



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EMAIL MARKETING



CHAPTER 11: INTRODUCTION OF EMAIL MARKETING

Here we will discuss how email marketing can boost your promotion via Mailchimp or Hubspot email marketing platforms.

CHAPTER 12: PROCESS OF EMAIL MARKETING

Here you will become familiar with the tactics how to build template and a list of email subscribers and the basic tasks involved to maintain a quality email list.

CHAPTER 13: TRACK PERFORMANCE

Here you will learn about the stages of the email measurement funnel. You will learn about various types of emails and track them according to their delivery.

Course Duration: 2 Weeks (4 Classes/16 Hrs.)

Fees: INR 2000/-



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06 | (M:) 9732232127

SOCIAL MEDIA MARKETING



CHAPTER 14: FACEBOOK ADVERTISEMENT

Here you will learn how to build a marketing strategy for Facebook and integrate Facebook with other marketing efforts.

CHAPTER 15: YOUTUBE VIDEO MARKETING

Here you will learn the marketing strategies and techniques how to gain exposure through video.

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CHAPTER 16: LINKEDIN ADVERTISEMENT

Here you will learn how to use LinkedIn and create Ads strategically that can boost your brand value and simultaneously grow your customer base and amplifying your marketing reach.

CHAPTER 17: GOOGLE ADS

Here you will learn about the tools and techniques used in Google Ads.

Course Duration: 2 Months (16 Classes/32 Hrs)

Fees: INR 4500/-



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CHAPTER 18: HTML, CSS

Here we will discuss HTML, CSS, and the primary skills that are required for a web designer.

CHAPTER 19: JAVA SCRIPT

Here we will provide a brief in detail of JavaScript and its impact on web design.

CHAPTER 20: PHOTOSHOP/CANVA

Here you will be trained on how to use Photoshop/CANVA for de- signing user interfaces for based on different themes and how to convert PSD to HTML file.

Course Duration: 1Month (8 Classes/16 Hrs)

Fees: INR 2000/-



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CHAPTER 22:

- 1. Discuss various lead generation processes using online platforms.*
- 2. Use of Social Media to generate leads.*

CHAPTER 23:

- 1. Use of Content Marketing to generate leads.*
- 2. Paid advertisement techniques for lead generation.*
- 3. Understand various lead generation tools.*

Course Duration: 2 Weeks (4 Classes/ 8 Hrs.)

Fees: INR 1500/-



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CONTENT MARKETING

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CHAPTER 24:

1. *Introduction, Benefits of Content Marketing*
2. *Defining thought leadership vs. selling*
3. *Set Up Content Goal*

CHAPTER 25:

1. *Ideas and create engaging contents*
2. *Mapping different type of content*
3. *Find niche content with a specific keyword*

CHAPTER 26:

1. *Writing curative content*
2. *Working With lead content creation*

CHAPTER 27:

1. *Content promotion process*
2. *Merchandising content into the website*
3. *Promoting content on social media*
4. *Promoting through email, blog*

Course Duration: 2 Weeks (4 Classes/ 8 Hrs.)

Fees: INR 1500/-

****Total Digital Marketing Course Fees: INR 20500. Total Course duration: 7.5 Months. For one-time payment, 5% flat discount is available. Anyone can pay monthly installment amount INR 2428/-. At the time of admission have to pay INR 3500/-**



About The Author

Mr Tapu Goswami is a Google certified digital marketing trainer having 10+ years of experience and also founder of Educational Excellence.

Contact Address

13/5 Vidyapati Road,
Durgapur-713205,
Paschim Bardhaman

 +91- 9732232127

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