

## 50-Day Digital Marketing Course Syllabus

### Day 1 & 2: Introduction to Digital Marketing

- What is digital marketing?
- Importance and benefits of digital marketing
- Digital marketing channels and platforms
- Role of digital marketing in business growth

### Day 3 & 4: Social Media Marketing Basics

- Introduction to social media marketing
- Overview of popular social media platforms (Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest)
- Creating effective social media profiles

### Day 5: Facebook Marketing

- Setting up a Facebook business page
- Understanding Facebook algorithms and reach

### Day 6: Facebook Marketing

- Creating engaging content on Facebook
- Utilizing Facebook ads for marketing

### Day 7: Instagram Marketing

- Instagram marketing fundamentals
- Creating an Instagram business account

### Day 8: Instagram Marketing

- Creating visually appealing content on Instagram
- Utilizing Instagram ads for marketing

### Day 9: Twitter Marketing

- Twitter marketing essentials
- Setting up a Twitter business profile

[www.tamizhakarthic.com](http://www.tamizhakarthic.com)

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- Engaging with followers and industry influencers on Twitter
- Using Twitter ads for marketing

### **Day 10 & 11: YouTube Marketing**

- Introduction to YouTube marketing
- Setting up a YouTube channel for business
- Creating high-quality video content
- Optimizing videos for search and engagement
- Running YouTube ads for marketing

### **Day 12 & 13: LinkedIn Marketing**

- LinkedIn marketing overview
- Creating a professional LinkedIn profile
- Building connections and networking on LinkedIn
- Leveraging LinkedIn for B2B marketing

### **Day 14: Pinterest Marketing**

- Pinterest marketing fundamentals
- Creating a Pinterest business account
- Understanding Pinterest algorithms and strategies
- Creating visually appealing pins for marketing

### **Day 15 : Content Marketing Basics**

- What is content marketing?
- Importance of quality content in digital marketing
- Developing a content marketing strategy
- Creating valuable and shareable content

### **Day 16 : Content Marketing Tools**

- Overview of content marketing tools and platforms
- Content creation tools

- Content management systems
- Content curation tools

### **Day 17: Marketing Automation**

- Introduction to marketing automation
- Benefits of marketing automation
- Implementing marketing automation tools
- Creating automated marketing campaigns

### **Day 18: Email Marketing**

- Email marketing fundamentals
- Building an email list
- Creating effective email campaigns
- Email marketing best practices

### **Day 19 : Video Marketing**

- Video marketing essentials
- Creating engaging video content
- Video optimization for search and social media
- Video marketing platforms and tools

### **Day 20 : Digital Advertising Basics**

- Introduction to digital advertising
- Types of digital advertising (display ads, search ads, social media ads, etc.)

### **Day 21 :Digital Advertising**

- Targeting and retargeting strategies
- Setting up and managing digital ad campaigns

### **Day 22 : Digital Marketing Tools**

- Overview of various digital marketing tools
- Analyzing and comparing different tools
- Selecting the right tools for specific marketing goals

**Day 23 : Introduction to Google Analytics**

- Importance of web analytics in digital marketing
- Setting up Google Analytics account
- Navigating the Google Analytics interface
- Understanding key metrics and reports

**Day 24 : Google Analytics Advanced Features**

- Setting up goals and conversion tracking
- Utilizing advanced segments and filters
- Analyzing audience behavior and engagement
- Customizing reports in Google Analytics

**Day 25 : Digital Marketing Strategies**

- Overview of digital marketing strategies
- Developing a digital marketing plan
- Defining target audience and goals
- Creating an effective marketing funnel

**This syllabus covers the first 25 days of the 50-day course. The remaining days would continue with advanced topics and in-depth exploration of the concepts covered so far, along with additional subjects such as influencer marketing, affiliate marketing, data analytics, social media listening and monitoring, conversion rate optimization, and more.**