



The Science & Art of Digital Marketing

Mastering Marketing Strategies



Introduction:

Welcome, aspiring marketing maestros! In this section, you'll embark on a journey through the fascinating world of digital marketing. We'll unveil the "science" behind data-driven strategies and ignite the "art" of crafting compelling content and engaging audiences across various channels. By the end, you'll be a master strategist, equipped to achieve your marketing goals and propel brands to success.



What You Will Learn:

- **Digital Marketing Fundamentals:** Grasp the core principles of digital marketing and its role in today's online landscape.
- **Website Planning & Creation:** Understand the foundation of a successful website, including user experience (UX) design principles. (Website building might be optional)
- **Social Media Marketing (SMM) Mastery:** Become a social media marketing pro, leveraging key platforms like Facebook, Instagram, Twitter, and LinkedIn to engage your audience and achieve brand awareness goals.
- **Content Marketing Strategies:** Craft compelling content that resonates with your target audience, driving engagement and website traffic across various platforms.
- **Advanced Marketing Techniques:** Depending on the course focus, explore in-depth strategies like Email Marketing, Mobile Marketing, or Influencer Marketing (subject to course focus)



Course Materials:

- Provided Textbook/Readings (Access to specific titles or a link to a reading list)
- Access to online course resources (e.g., case studies, social media templates)
- Sample content calendars and editorial workflows (if applicable)



Module 1: Introduction to Digital Marketing

- Core digital marketing concepts and terminology
- Importance of digital marketing in today's world



Module 2: Website Planning & Creation (Optional)

- Understanding website fundamentals and user experience (UX) design
- Building a website using platforms like WordPress or Google Sites(Optional)



Module 3: Social Media Marketing (SMM) Deep Dive

- Power of social media marketing for brand building and engagement
- Key social media platforms and their target audiences
- Developing a social media content strategy and creating engaging content
- Social media advertising options and campaign management
- Social media listening and reputation management



Module 4: Content Marketing Strategies

- Importance of content marketing in an overall marketing strategy
- Content creation best practices for different platforms (blogs, social media)
- Content marketing channels: organic search, social media promotion, email marketing
- Developing a content calendar and editorial workflow
- Content measurement and analytics



Module 5: Advanced Marketing Techniques (Optional) (Depending on Course Focus)

- Email Marketing strategies and campaign management (if applicable)
- Mobile Marketing and strategies for reaching a mobile audience (if applicable)
- Influencer Marketing and collaborating with brand advocates (if applicable)



Assessment:

- Quizzes and assignments throughout the modules to test your understanding of key concepts.
- A case study or project where you develop a marketing strategy for a specific brand or product.
- Participation in class discussions and online forums (optional)