



## Digital Marketing Workshop

### Syllabus

#### Introduction to Digital Marketing

**Overview: What is Digital Marketing,** and how it differs from traditional marketing.

**Digital Marketing Channels:** Cover the essentials of SEO, Social Media Marketing, Content Marketing, Email Marketing, and PPC.

**Customer Journey & Buyer Personas:** Understanding target audiences and mapping their journey from awareness to conversion.

#### Search Engine Optimization (SEO) Fundamentals

**On-Page vs. Off-Page SEO:** Key components and best practices.

**Keyword Research Basics:** Introduction to tools like Google Keyword Planner for finding relevant keywords.

#### Practical Hands-On Session

**Business Plan Creation :** Use AI tools to create a digital marketing strategy and business plan, showing students how AI can support strategic planning.

**Brand Post Design :** Design a branding post using \*AI-powered design tools\* like Canva, emphasizing branding consistency and platform-optimized design.

**Facebook Ad Content Creation :** Create ad copy using \*AI tools\*, focusing on tone, messaging, and audience targeting.

**Facebook Ad Setup :** Guide students through setting up a Facebook ad, including audience targeting, budgeting, and campaign setup.

**Landing Page Creation with HubSpot :** Use HubSpot to create an effective landing page, covering essential elements like headlines, CTAs, and mobile responsiveness.

## **Bonus Points**

### **Free Mentorship**

Provide a mentorship period where students can seek guidance, get feedback, and ask questions about digital marketing projects or career paths.

### **Career Guidance**

Offer career guidance covering digital marketing career options, skill requirements, and how to build a strong portfolio.

### **Post-Course Digital Marketing Support for Full Course Enrollees**

Extend additional digital marketing support for students who enroll in the full course, such as follow-up Q&A sessions or one-on-one guidance.

### **Business Ideas**

Share potential business ideas in digital marketing, affiliate marketing, or freelancing, showing students how digital marketing can be a foundation for entrepreneurship.

### **Make Money Using AI**

Introduce ways to use \*AI tools\* to create income streams, such as freelancing with AI for content creation, graphic design, or e-commerce support, helping students understand the revenue potential of AI in digital marketing.