

**C-DAC Mohali**

**offers**

**Online Govt. Officials Training on**

# Fundamentals of **Digital Marketing**

**Under the FutureSkills Prime Programme**



**13-03-2023 to 24-03-2023**

(@ 2-3 hours daily)



**BLENDED LEARNING**



**UP-SKILLING**



**RE-SKILLING**



**PRODUCTIVITY**

**Free for  
Govt.  
Officials**

**Develop a strong foundation for Social Media platforms & Digital Marketing by joining Govt. Officials Training & upskill yourself this year!**

## OBJECTIVE & BENEFICIARIES

- To up-skill the competence of Government/PSU employees and to develop the participant's skills to plan, implement and monitor digital marketing campaigns for the organizations.
- Union & State Governments' employees, PSU & Autonomous bodies.

## MAIN CONTENTS

- ✓ Digital Marketing Fundamentals.
- ✓ Website planning and development.
- ✓ Search Engine Optimization.
- ✓ Social Media Marketing Techniques.
- ✓ Web Analytics.

## LEARNING OUTCOME

**After completion of the course, participants shall be able -**

- To understand the Framework & Guidelines for the use of Social Media for Government Organisations.
- To understand the fundamentals of Digital Marketing.
- To conceptualize the process of business & e-commerce website development using Word Press.
- To learn and implement Search Engine Optimization (SEO) Techniques.
- To design and monitor email marketing campaigns.
- To design and monitor Pay Per Click search and display Campaigns.
- To analyze the traffic behaviour on the website and to create various reports using Google Analytics.



**Apply Online** <https://socialmobileskills.in/gotdm>

**Uncover your way to be a Digital Expert**



# Indicative Course Outline

Sn.	Topic	Key Learning Outcomes	Indicative Tool
1	Digital Marketing Fundamentals & Social Media Guidelines	Framework & Guidelines for Use of social media for Government Organisations	N.A.
		Overview of Internet and Mobile Penetration in India	
		Meaning, and Significance of Digital Marketing	
		Digital Marketing Process (Startups/ MSMEs)	
2	Website Planning and rapid development	Phases of Website Development	WordPress
		Use of WordPress CMS	
		Buying of Domain and Hosting	
		Creating Professions website Home Page and Pages	
		Use of Plug-ins, Page Builder-Elementor, etc.	
3	Search Engine Optimization	Importance of SEO	SEMrush
		Type of SEO- On-Page SEO, Off-Page SEO	
		Techniques of On-page SEO: Indexing of WebPages, Creation of Site Map, Keyword Placement, Keyword Planner, Content Optimization	
		Techniques of On-page SEO	
		SEO Tools demonstration	
4	Google Ads & Pay-Per-Click	Advertising and Google Ads: Why Pay-per-click Advertising, Google Registration, GoogleAds interface, Google Ads Account Structure	Google Ads
		Designing of 'Google Ads' Campaigns'	
		Search Campaign, Display Campaigns, Audience targeting, Bidding and Budgeting, Monitoring Campaigns	
5	Google AdSense and Affiliate Marketing	Role of Google AdSense	Google AdSense
		Applying for AdSense	
		Google AdSense plugins	
		Affiliate Marketing Techniques and Models	
6	YouTube and Video Marketing	Significance of Video Marketing	YouTube
		Creating YouTube Channel	
		Promotion of YouTube Channel	
		Video Making for YouTube	
		Designing advertising campaigns for YouTube videos	
7	Email Marketing (Bulk Mail)	Significance of Email Marketing	Mail Chimp
		Design Email Marketing Campaigns with Mail Chimp	
		MailChimp Interface, Creating Signup Forms, Pop-Up forms, Embedded forms, Audience list, Building email Database	
8	Facebook Marketing	Introduction and Significance of Facebook Marketing	Facebook
		Facebook Page designing Introduction	
		Types of Various Ad Formats, setting up Facebook Advertising Account	
		Understanding Facebook Audience, and its Types	
		Designing Facebook Advertising Campaigns	
		Working with Facebook Pixel	
9	Twitter Marketing	Twitter Marketing: Basics, Designing Twitter Advertising Campaigns	Twitter
10	LinkedIn Marketing	Introduction to LinkedIn Marketing, Designing LinkedIn Advertising Campaigns	LinkedIn
11	Web Analytics	Google Analytics: Introduction and Significance	Google Analytics
		Google Analytics Interface and Setup	
		Understanding Goals and Conversions, Monitoring Traffic Behavior, and preparing reports	