

ONLINE COURSE REPORT

NAME OF COURSE - DIGITAL MARKETING

SUBMITTED TO – DR. ASHOK PEEPLIWAL

Report By

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MBA (Pharmaceutical Management)

2019-21



COURSE DESCRIPTION

The name of the course is ‘The Complete Digital Marketing Course’ by the instructors Rob Percival and Daragh Walsh from Udemty. In brief this course contains lessons related to digital marketing strategy, social media marketing, search engine optimization, YouTube marketing, Facebook marketing along with a wide range of other social media platforms marketing, analytics and more. The course is in form of video lectures with a duration of 23.5 hours and it contains study materials along with some assignments.

OBJECTIVES OF THE COURSE

The objective of this course is to provide knowledge about what exactly is Digital Marketing and what are the most important tools and platforms of digital marketing and how we can use them.

There are 12 major online marketing topics namely –

- 1) Market Research
- 2) WordPress
- 3) Email marketing
- 4) Copywriting
- 5) SEO (Search Engine Optimization)
- 6) YouTube marketing
- 7) Social Media Marketing (Instagram, Facebook, Twitter, Pinterest & Quora)
- 8) Linkedin Marketing
- 9) App Marketing
- 10) Google Adwords
- 11) Facebook Ads
- 12) Google Analytics

This course also enables us to understand the difference between traditional marketing and digital marketing. It also gives the required information that how we can use digital marketing to boost our business. It shows how to use social media platforms to market our product or services and some extremely important tools of digital marketing.

WordPress, which is the most widely used website building platform has also been explained through tutorials and assignments.

COURSE CONTENTS

S.No.	TOPICS
1	INTRODUCTION
2	MARKET RESEARCH
3	SET UP A WEBSITE
4	EMAIL MARKETING
5	COPYWRITING
6	SEO CHECKLIST
7	YouTube MARKETING
8	FACEBOOK MARKETING
9	TWITTER MARKETING
10	QUORA MARKETING
11	GOOGLE ADWORDS
12	GOOGLE ANALYTICS
13	INSTAGRAM MARKETING
14	PINTEREST MARKETING
15	LINKEDIN MARKETING
16	APP MARKETING
17	CONCLUSION

LEARNING METHODOLOGY

The course is majorly video based lectures in which demonstrations have been given by the instructors explaining the respective topics. Along with the videos some reading material and assignments were also provided by them.

As digital marketing is a topic which has got more of practical applications there are a number of assignments given throughout the course and instructors have put importance on practicing these assignments.

LEARNINGS

There are so many things that I learnt from this course regarding digital marketing. In a subject like digital marketing, practical knowledge is also important along with theoretical knowledge.

The key learnings that is got from this course are as follows-

- I learnt the basic meaning of digital marketing which is- “Digital marketing is a marketing that includes all the marketing efforts that use electronic device or internet or digital means.”
- Types of digital marketing are-
 - a) SEO (Search Engine Optimization)
 - b) Content Marketing
 - c) Social Media Marketing
 - d) Pay per click
 - e) Native Advertising
 - f) Email Marketing
 - g) Online PR
 - h) Inbound Marketing
 - i) Sponsored Content
- SEO is a process in which we optimize a website so that when we search the keywords related and linked to that website gets showed before thousands of other similar websites.
There are different types of SEO namely on page SEO, Off page SEO and Technical SEO.
- Digital marketing is different from traditional market in a number of ways-

Traditional Marketing	Digital Marketing
a) Reach is limited	a) Reach is maximum
b) Non-versatile	b) Versatile
c) Delayed communication	c) Instant communication
d) Lack of real time results	d) Instant real time result
e) Expensive	e) Cost efficient
f) Difficult to reach target audience	f) Easy to reach target audience
g) Poor campaign measurement	g) Easy to measure campaigns

- There are four basic steps of digital marketing-
 - 1) Define a target audience
 - 2) Attract an audience using different means such as free content or ads
 - 3) Make sales (email list/retargeting)
 - 4) Measure and optimize
- 5 must have tools of digital marketing are-
 - a) Keyword surfer
 - b) Similar Web
 - c) Google trends
 - d) Canva
 - e) VidiQ