

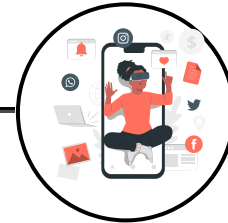


DIGITAL MARKETING

PHOTOGRAPHY PROFESSIONALS



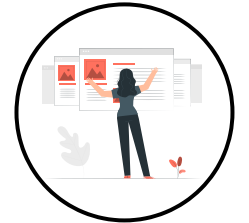
**DIGITAL MARKETING
MANAGER**



Social Media Manager



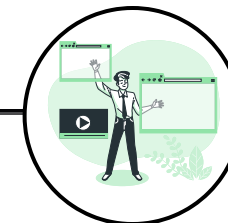
**Content
Strategist/Manager**



**CONTENT
WRITER/COPYWRITER**



SEO Specialist



Email Marketing Specialist¹

COURSE OUTLINE

Module 01 | Introduction to Digital Marketing

Module 02 | Website and Content Marketing

Module 03 | Social Media Marketing

Module 04 | Search Engine Marketing (SEM) and Pay-Per-Click (PPC)

Module 05 | Email Marketing and Automation

Module 06 | Analytics and Data-Driven Marketing

Module 07 | Advanced Digital Marketing Strategies

Module 08 | Professional Practice and Industry Insights ²

Module 01

Introduction to Digital Marketing

- Overview of Digital Marketing
- Digital Marketing Strategy
- Market Research and Analysis

Module 02

Website and Content Marketing

- Website Development and Optimization
- Content Marketing
- SEO (Search Engine Optimization)

Module 03

Social Media Marketing

- Social Media Platforms
- Content Creation for Social Media
- Social Media Advertising

Module 04

Search Engine Marketing (SEM) and Pay-Per-Click (PPC)

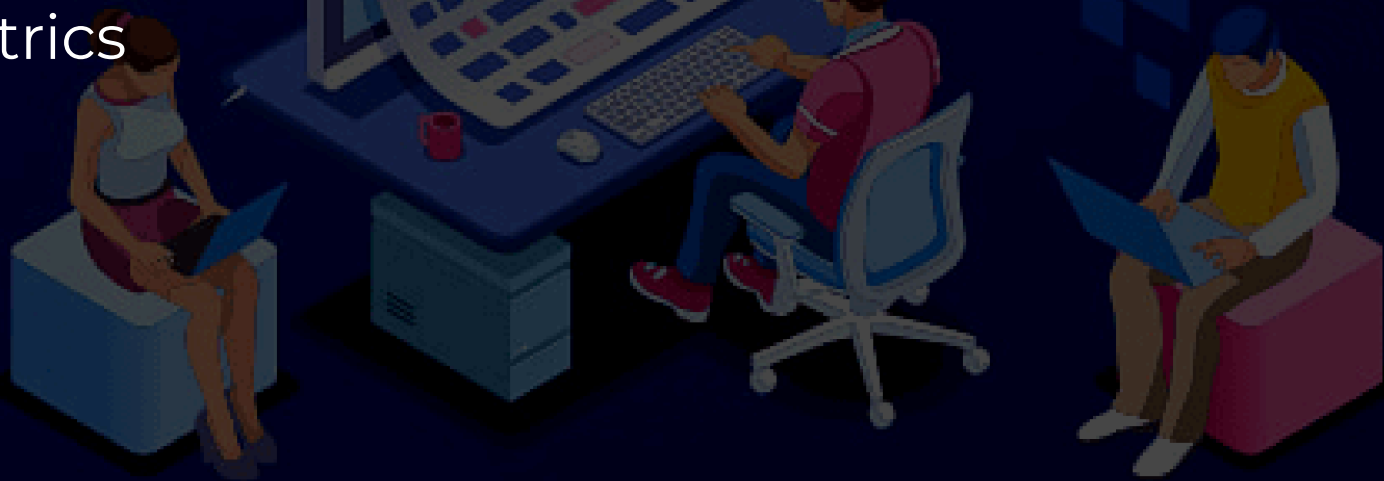
- Introduction to SEM
- Google Ads
- PPC Advertising

Email Marketing and Automation

- Email Marketing Basics
- Email Marketing Tools
- Marketing Automation

Analytics and Data-Driven Marketing

- Web Analytics
- Data-Driven Marketing
- KPIs and Metrics



Module 07

Advanced Digital Marketing Strategies

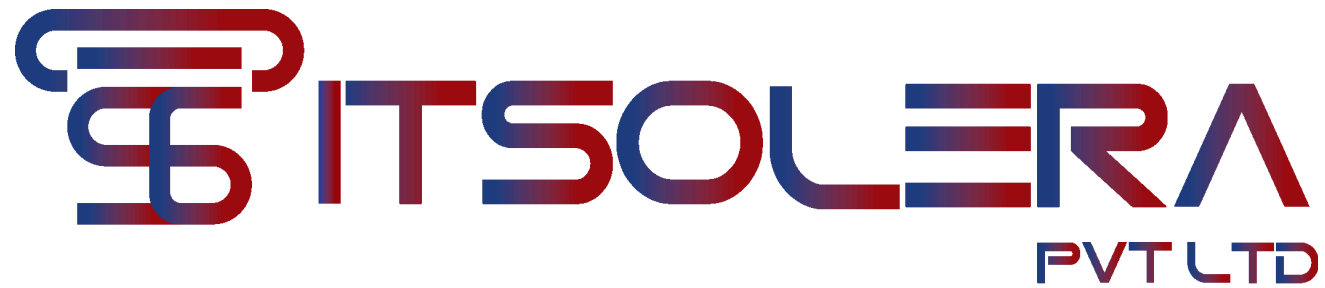
- Influencer Marketing
- Affiliate Marketing
- Viral Marketing




Module 08

Professional Practice and Industry Insights

- Digital Marketing Trends
- Career Opportunities in Digital Marketing
- Ethics and Privacy in Digital Marketing



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