

Mastering Digital Marketing in 2025

1

What is Digital Marketing?

- Definition and Concept
- Evolution from Traditional to Digital
- Digital vs Traditional Marketing

Importance of Digital Marketing in 2025

- Role in Business Growth
- Digital India & Global Shift
- Emerging Technologies Impacting Marketing

2

3

Core Concepts & Marketing Funnel

- Awareness to Conversion
- Buyer's Journey
- Digital Marketing Funnel Explained

Search Engine Optimization (SEO)

- What is SEO?
- On-Page, Off-Page & Technical SEO
- Keywords, Meta Tags, Backlinks
- Local & Mobile SEO
- Tools: Google Search Console, Ahrefs, SEMrush

4

5

Content Marketing

- Content Strategy & Goals
- Blogging, Video, Infographics
- Content Writing Tips
- Repurposing Content
- Tools: Grammarly, BuzzSumo, Surfer SEO

Table of Contents

6

Social Media Marketing (SMM)

- Platforms Overview (Meta, Instagram, LinkedIn, Twitter, etc.)
- Content Planning & Engagement
- Paid Ads on Social Media
- Influencer Marketing
- Tools: Buffer, Hootsuite, Canva

Search Engine Marketing (SEM) & Paid Ads

- Google Ads Structure
- PPC, CPC, CTR Explained
- Search vs Display Ads
- Remarketing Campaigns
- Tools: Google Ads, Google Keyword Planner

7

8

Email Marketing

- Email List Building
- Email Campaign Design
- Open Rate, CTR Optimization
- Automation Tools
- Tools: Mailchimp, ConvertKit, MailerLite

Affiliate Marketing

- How It Works
- Top Affiliate Platforms
- Earning Models (CPA, CPL, CPS)
- Blogging + Affiliate Integration

9

10

Influencer & Personal Branding

- The Rise of Influencer Culture
- Becoming a Personal Brand
- Trust, Authority & Monetization
- LinkedIn Personal Branding

Table of Contents

Website Development Basics

- Domains, Hosting, CMS
- WordPress Introduction
- Landing Pages & Speed Optimization

11

12

Conversion Rate Optimization (CRO)

- What is CRO?
- A/B Testing & Heatmaps
- Tools: Google Optimize, Hotjar

Web Analytics & Tracking

- Google Analytics (GA4) Basics
- Important Metrics to Track
- UTM Parameters, Funnels
- Google Tag Manager

13

14

E-commerce & Dropshipping Marketing

- Shopify, WooCommerce
- Product Pages, Abandoned Cart Recovery
- Facebook & Google Shopping Ads

Mobile & App Marketing

- App Store Optimization (ASO)
- In-app Advertising
- SMS & Push Notifications

15

Table of Contents

Video & Podcast Marketing

- YouTube Channel Growth
- Shorts, Reels, TikTok Strategy
- Starting a Podcast
- Tools: Anchor, OBS, TubeBuddy

16

17

Online Reputation Management

- Review Monitoring
- Dealing with Negative Feedback
- Building Brand Trust

Top Tools in Digital Marketing

- SEO, Email, Analytics, SMM Tools
- Free vs Paid Tools
- All-in-One Platforms

18

19

CRM & Marketing Automation

- Introduction to CRM
- Automating Campaigns
- Tools: HubSpot, Zoho, Active Campaign

Career Paths in Digital Marketing

- Job Roles: SEO Analyst, PPC Manager, Content Marketer
- In-Demand Skills
- Resume & Portfolio Building

20

Table of Contents

21

Freelancing & Agency Building

- Starting as a Freelancer
- Finding Clients (Upwork, Fiverr, LinkedIn)
- Setting Up Your Own Agency

Legal & Ethical Aspects

- GDPR, Cookie Consent
- Ethical Marketing Practices
- Copyright, Fair Use

22

23

The Future of Digital Marketing

- AI & Automation
- Metaverse, VR & AR Marketing
- Predictive Marketing
- Chatbots & Conversational Commerce

Certifications & Learning Resources

- Google, Meta, HubSpot, SEMrush
- Best Free Courses

24