

Comprehensive Digital Marketing Curriculum

From Beginner to expert



DIGITAL MARKETING CURRICULUM

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INTRODUCTION TO DIGITAL MARKETING

- I. Understanding the Digital Marketing Landscape
- II. The Importance of Digital Marketing in Today's Business World
- III. Digital Marketing vs. Traditional Marketing
- IV. Setting Digital Marketing Goals and KPIs

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WEBSITE AND CONTENT CREATION

- I. Website Basics: Domain, Hosting, and CMS
- II. User Experience (UX) and Website Design
- III. Mobile Responsiveness and Optimization
- IV. Content Strategy and Planning
- V. Search Engine Optimization (SEO) Basics

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SOCIAL MEDIA MARKETING

- I. Introduction to Social Media Platforms
- II. Creating a Social Media Strategy
- III. Building and Engaging a Social Media Community
- IV. Social Media Advertising and Targeting
- V. Social Media Analytics and Measurement

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EMAIL MARKETING

- I. Building an Email List and Segmentation
- II. Email Campaign Strategy and Automation
- III. Writing Compelling Email Copy
- IV. Email Deliverability and Compliance
- V. Email Marketing Analytics and Optimization

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PAY-PER-CLICK (PPC) ADVERTISING

- I. Introduction to PPC Advertising
- II. Google Ads and Bing Ads Basics
- III. Keyword Research and Selection
- IV. Creating Effective Ad Copy and Ad Extensions
- V. PPC Campaign Optimization and A/B Testing

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SEARCH ENGINE OPTIMIZATION (SEO) ADVANCED

- I. Technical SEO: Site Structure and Crawlability
- II. On-Page Optimization: Content and HTML Elements
- III. Off-Page Optimization: Backlinks and Link Building
- IV. Local SEO and Google My Business Optimization
- V. SEO Analytics and Reporting

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CONTENT MARKETING AND STRATEGY

- I. Content Marketing Frameworks and Ideation
- II. Content Creation: Blogging, Videos, Infographics, etc.
- III. Content Promotion and Distribution
- IV. Content Marketing Metrics and ROI Measurement

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CONVERSION RATE OPTIMIZATION (CRO)

- I. Understanding the Conversion Funnel
- II. CRO Strategy: Identifying and Addressing Conversion Bottlenecks
- III. A/B Testing and Multivariate Testing
- IV. Usability and User Experience Improvements
- V. CRO Tools and Analytics

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SOCIAL MEDIA AND INFLUENCER MARKETING

- I. Advanced Social Media Advertising Techniques
- II. Influencer Marketing Strategy and Campaigns
- III. Measuring Influencer Marketing ROI
- IV. Handling Social Media Crisis and Reputation Management

DIGITAL MARKETING CURRICULUM

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DATA ANALYTICS AND MARKETING ATTRIBUTION

- I. Introduction to Marketing Analytics and Key Metrics
- II. Data Analysis and Interpretation
- III. Google Analytics and Other Analytics Platforms
- IV. Marketing Attribution Models
- V. Creating Data-Driven Marketing Decisions

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MARKETING AUTOMATION AND CRM

- I. Introduction to Marketing Automation
- II. Selecting and Implementing a Marketing Automation Platform
- III. Automated Lead Nurturing and Drip Campaigns
- IV. Customer Relationship Management (CRM) Systems

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ADVANCED DIGITAL MARKETING STRATEGIES

- I. Advanced PPC and Display Advertising Techniques
- II. Advanced SEO Strategies and Trends
- III. Advanced Email Marketing and Personalization
- IV. Advanced Social Media Strategies and Trends

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E-COMMERCE MARKETING

- I. E-commerce Marketing Fundamentals
- II. E-commerce SEO and Conversion Optimization
- III. Shopping Ads and Product Listing Ads (PLAs)
- IV. E-commerce Email Marketing and Customer Retention

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DIGITAL MARKETING STRATEGY AND PLANNING

- I. Building an Integrated Digital Marketing Plan
- II. Budget Allocation and Resource Management
- III. Long-term Digital Marketing Strategies
- IV. Digital Marketing ROI and Reporting to Stakeholders

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EMERGING TRENDS IN DIGITAL MARKETING

- I. Voice Search and Voice Optimization
- II. AI and Machine Learning in Digital Marketing
- III. AR/VR and Immersive Marketing Experiences
- IV. Blockchain and Digital Marketing Application

Technologies to learn



Job Roles that can be applied after completion of this course

Digital Marketing Specialist

Ads Manager

PPC Analyst

SEO Specialist

Media Buyer

Search Engine Marketer

Google Ads Analyst

Meta Ads Analyst

CRM Consultant

Social Media Manager

PPC (Pay-Per-Click) Specialist

Email Marketing Specialist

Meta Ads Analyst

SEO

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On our homepage, locate the "Enroll Now" button. Clicking on this button will lead you to our application form.

Complete the Application Form

Fill out the application form with your accurate personal information and contact details. This information is crucial for us to get in touch with you during the evaluation process.

Submit Your Application

Once you've filled out the form, hit the "Submit" button. Your application will be on its way to us.

Wait for Our Response

After we receive your application, our team will review it. We'll get in touch with you to provide information about the evaluation criteria and upcoming test dates. This information will help you prepare effectively.

Prepare for the Evaluation

Based on the evaluation criteria we provide, prepare yourself to demonstrate your skills and abilities. We're here to support you throughout this process, ensuring you're well-prepared for success.

Complete the Evaluation

Participate in the evaluation process. This is your opportunity to showcase your potential and skills.

Selection for the Program

After completing the evaluation, we'll carefully assess your performance. Successful candidates will be selected for the Next Coach program, where you'll receive personalized coaching and support to excel academically.

Join Next Coach and take the next step towards your academic success. We're here to guide you every step of the way!

If you have any queries or need any kind of assistance during our application process, Please feel free to connect our Admission Department. We look forward to welcoming you to the Next Coach program and help you achieve your next learning and career goals.

WHY TO CHOOSE US?



Personalized Mentorship

At Next Coach, you'll benefit from one-on-one mentorship by industry experts. They provide personalized guidance, answer questions, and help you achieve your learning goals—a dedicated coach for your success.



Real-World Tech Projects

We offer students the opportunity to work on real industry-based projects. You'll apply your newly acquired tech skills to solve practical problems, gain hands-on experience, and build a professional portfolio. It's a crucial step in preparing for a successful tech career.



Assured Learning Success

We guarantee that you'll achieve your learning goals. We provide the support, resources, and guidance you need to succeed. Our commitment to your success ensures that you leave our programs with the knowledge and skills you need to excel in the tech industry.

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