

EDYODA

LIVE ● Micro Degree in

Digital Marketing Fundamentals



2023



Micro Degree Program

Micro Degree Program is an intensive four-week online classroom-based learning program, meticulously crafted to initiate your journey in your chosen domain. It comprises 30 to 60 hours of interactive live learning sessions led by seasoned industry professionals, renowned for their profound domain expertise and commitment to imparting their invaluable skills and real-world insights. This invaluable experience will not only augment your knowledge but also provide a seamless launchpad for your career.

Our Micro Degree programs prioritize a pragmatic approach, with approximately 80% of the curriculum dedicated to hands-on learning. This approach transcends mere theoretical understanding, enabling you to delve into practical application-based learning, equipping you with the skills that truly matter in the professional realm.

Furthermore, by joining the EdYoda Learning Community, which boasts a robust community of 600,000 dedicated learners and educators, you gain access to a wealth of resources. Here, you can effortlessly seek clarification for any queries, receive invaluable career guidance, and become an integral part of our alumni network. Your journey towards professional excellence begins with us, and we are here to support you every step of the way.



Why Digital Marketing?

Empowered with **digital marketing**, you will be able to reach the masses and sell products to drive revenue by just sitting in front of your computer using your performance marketing skills. You will understand how to increase the perceived value of a product by improving brand and communication. With more and more brands crowding, digital marketing is indeed one of the most sought-after skills.

Program Highlights

- ✓ Taught by **industry experts**
 - ✓ **Live Learning** & Interaction
 - ✓ **Hands-on projects** and **case studies**
 - ✓ Downloadable **study material**
 - ✓ Industry wide accepted **EdYoda Certificate**
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Who is this Program For ?

Whether you want to move to digital marketing or drive growth for your business, this program is perfect to get started. This program will help you identify where you should be building your expertise further.

College
Students

Freshers

Entrepreneurs

Working
Professionals



Program Structure

The entire micro-degree consists of 3 modules. The course runs for 4 weeks and includes live projects and case studies. 100% of sessions happen live. Session Recording, assignments, and study materials will be provided.

Module 1

- Traditional to Digital Marketing
- Customer Centricity
- Digital Marketing Channels & Metrics

Module 2

- Build landing pages using no-code tools
- Search Engine Optimisation (SEO)
- Plan marketing campaigns
- Execute Social Media Marketing & Search Engine Marketing

Module 3

- Social media & content marketing
- Email marketing
- Web analytics
- Marketing strategy & case study

Capstone Project

- Build landing page to sell online courses
- Bring traffic using SEO & SMM
- Optimise conversion rates
- Generate revenue

Program Curriculum

Module 1

Moving from traditional marketing to digital marketing

- Get introduced to the basics of Marketing
- Understand different digital marketing channels

Customer Centricity

- Understand the importance of being a customer centric brand
- Understand the motivations of the customer in the buying process

Digital Marketing Channels & Metrics

- Identify the digital marketing channels, their capabilities, and the customer journey
 - Facebook
 - Google
 - Youtube
- Marketing funnel, along with key metrics at each stage.

Module 2

Building Landing Pages

- Understanding various no-code platforms.
- Understanding components of landing pages for conversions
- Making the page live and assigning a domain name.

Program Curriculum

Module 2

Search Engine Optimisation (SEO)

- Understand how Google's search algorithm works (Crawling, Indexing, Ranking)
- Develop knowledge of SEO tools such as Keyword Planner, Ubersuggest, SeoSitecheckup, etc

Search Engine Marketing (SEM)

- Understand what search engine marketing, what are the different objectives that can be achieved through SEM campaigns
- Identify the different elements of an SEM campaign and how the ad auction works

Social Media Marketing (SMM)

- Create a social media presence from scratch (Facebook or Instagram Page)
- Create a social media progress report

Module 3

Social Media & Content Marketing

- Identify and create the right types of content to achieve your marketing objectives.
- Build a distribution plan using content calendar mapping channels and content.

Program Curriculum

Module 3

Email Marketing

- Role of email marketing, types of emails, email marketing objective.
- Build an automated email campaign (Drip Campaign).

Analytics - Marketing & Web

- Understand traditional marketing analytics vs. Digital Marketing analytics
- Extract data and analyze reports from Google Analytics

Understand and Write Digital Marketing Strategies

- Deep dive into case studies of E-commerce, EdTech, SAAS etc.
- Writing digital marketing strategy for Spotify, EdYoda

Digital Marketing Tool-Box



Google Analytics

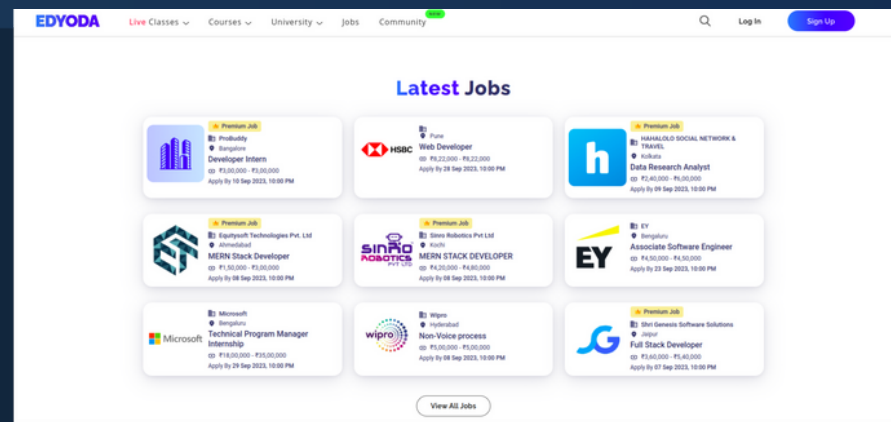
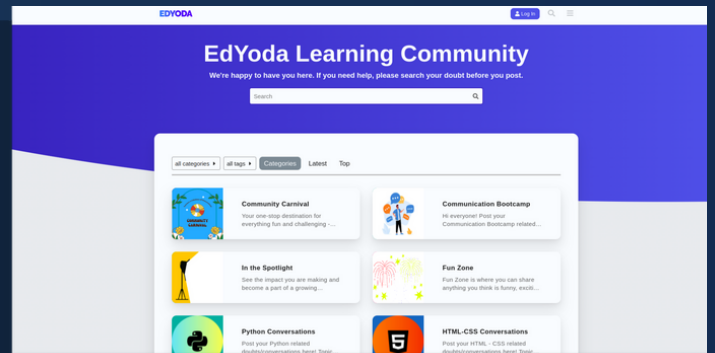
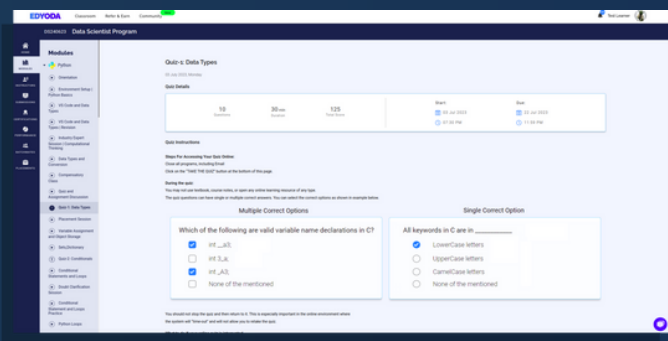
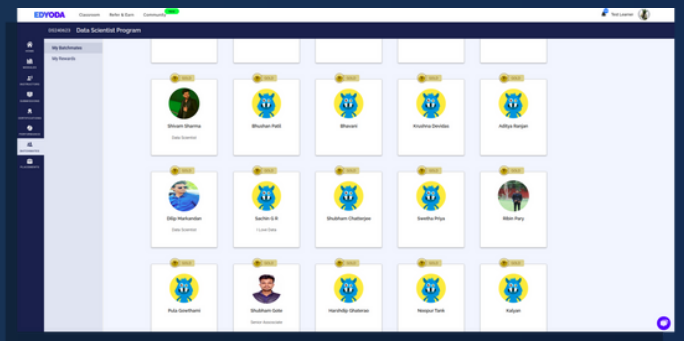
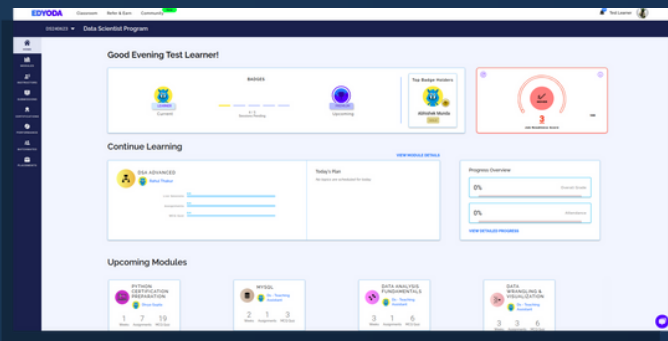


Google Ads

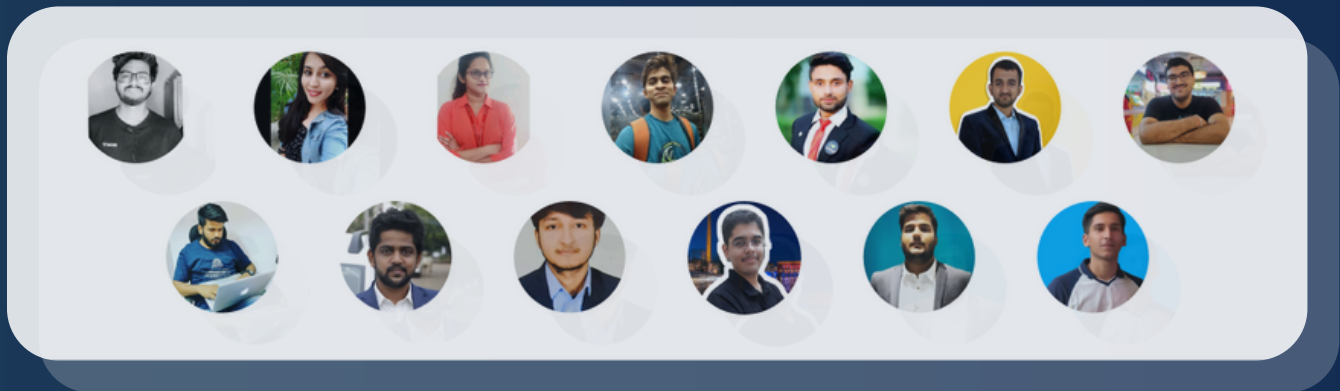


EdYoda Classroom, Community & Jobs

Note: This is just a demo of the platform and might not be an exact reflection of this program



Industry Expert Instructors



Instructors bring expertise from companies like:



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