



Basic Digital Marketing

Duration: 4-6 Weeks | Level: Beginner

SDMI - Suriya Digital Marketing Institute

Course Overview

A foundation course covering the core concepts, tools, and platforms every digital marketer must know before moving to advanced strategies.

Curriculum Modules

1. **Introduction to Digital Marketing** - What is digital marketing, online vs offline marketing, the digital marketing ecosystem, and career opportunities.
2. **Google Essentials** - Google My Business setup, Google Search basics, and an introduction to Google Ads & Analytics.
3. **WhatsApp Business Marketing** - Setting up WhatsApp Business, catalogs, broadcast lists, and automated replies.
4. **Meta Basics (Facebook & Instagram)** - Page/profile setup, content posting, and basic engagement strategies.
5. **Content Creation Fundamentals** - Content calendars, copywriting basics, and design with Canva.
6. **Online Marketing Tools Overview** - Link-in-bio tools, basic email marketing, and scheduling tools.

Tools & Platforms Covered

Google, WhatsApp, Meta (Facebook/Instagram), Canva

Learning Outcome

Students gain a strong foundation in digital marketing concepts and tools, preparing them for advanced specializations.

