

Brand Launch Course Syllabus

Module 1: Foundations of Digital Marketing and Branding

This module sets the stage by teaching students the basics of branding and digital marketing.

1. Introduction to Digital Marketing and Brand Building

- Understanding the Digital Landscape
- Importance of Personal and Business Branding
- Setting Course Expectations and Goals

2. Brand Strategy and Positioning

- Defining Your Brand Identity
- Target Audience Research and Persona Creation
- Unique Value Proposition Development
- Crafting Your Brand's Mission, Vision, and Story

Module 2: AI Advancements & Prompt Engineering

In this module, students will explore the fundamentals of AI and prompt engineering, essential tools in digital marketing.

1. Introduction to Artificial Intelligence (AI) in Marketing

- Understanding AI and its Role in Marketing
- Applications of AI in Digital Marketing
 - Content Creation
 - Automation
 - Personalization
 - Predictive Analytics

2. Understanding and Crafting Effective Prompts

- Definition of Prompt Engineering
- Importance of Good Prompts
 - Quality of Output
 - Customization
 - Efficiency
- Key Elements of Effective Prompt Engineering
 - Clarity and Precision
 - Contextual Instructions
 - Format and Structure Specifications
 - Tone and Style Guidance

3. Practical Applications and Best Practices

- Types of Prompts in AI-Powered Marketing
 - Content Generation Prompts
 - Idea and Brainstorming Prompts
 - Data Analysis and Insight Prompts
- Best Practices for Using AI in Marketing
 - Experimentation and Iteration Techniques
 - Enhancing Human Creativity with AI
 - Leveraging Personalization with AI Tools

- Practical Exercises in AI-Powered Content Creation
 - Content Creation Exercise Using AI Tools
 - SEO Optimization Task with AI-Generated Content

Module 3: Building Your Online Presence

In this module, students will learn to create a strong digital presence through website development and content creation.

1. Web Development Fundamentals

- Introduction to HTML, CSS, and Basic JavaScript
- Responsive Design Principles
- User Experience (UX) and User Interface (UI) Best Practices
- Overview of Content Management Systems (CMS)
- Website Hosting, Domains, and SSL Setup

2. Website Creation with AI-Powered Tools

- Overview of AI-Powered Website Builders (e.g., Wix, Squarespace)
- AI-assisted Design and Content Generation
- Implementing Brand Elements on Your Website
- Customizing the Website for Branding and SEO Foundations

3. Content Strategy and Creation

- Content Marketing Fundamentals
- Developing a Content Calendar
- Writing for the Web and SEO
- Using AI Tools for Content Ideation and Creation
- Blogging and Guest Posting as Part of Branding

Module 4: Driving Traffic and Visibility

After setting up their online presence, students will learn how to get their brand noticed through SEO, social media, and email marketing.

1. Search Engine Optimization (SEO)

- On-Page SEO Techniques (Keyword Research, Meta Tags, Headers)
- Off-Page SEO and Link Building
- Technical SEO Basics (Site Speed, Mobile Optimization)
- Local SEO for Branding and Visibility
- AI-Powered SEO Tools and Their Applications

2. Social Media Marketing

- Platform Selection Based on Brand and Audience
- Creating and Optimizing Social Media Profiles
- Content Creation and Curation Strategies
- Social Media Management Tools and AI Assistants
- Building Your Brand's Voice on Social Media

3. Email Marketing

- Building and Segmenting Email Lists
- Email Design and Copywriting for Brand Engagement
- Automation and Personalization with AI
- Email Campaign Performance Metrics

Module 5: Paid Marketing and Video Marketing

This module focuses on strategies that can boost your brand's presence quickly through paid advertising and video content.

1. Paid Advertising (PPC)

- Introduction to PPC (Google Ads, Bing Ads)
- Social Media Advertising (Facebook, Instagram, LinkedIn)
- Display and Retargeting Campaigns
- AI-Powered Ad Optimization Tools

2. Video Marketing

- Video Content Strategy for Brands
- YouTube Optimization Techniques
- Live Streaming and Webinars for Brand Promotion
- AI-Powered Video Editing and Creation Tools

Module 6: Advanced Marketing Techniques

Here, students will learn advanced strategies like influencer marketing and conversion optimization.

1. Influencer Marketing

- Identifying and Approaching Influencers
- Crafting Influencer Campaigns to Boost Brand Awareness
- Measuring Influencer Marketing ROI
- AI Tools for Influencer Discovery and Management

2. Conversion Rate Optimization (CRO)

- Understanding the Customer Journey
- A/B Testing Fundamentals
- Landing Page Optimization for Conversions
- AI-Driven Personalization and Recommendations

3. Analytics and Data-Driven Decision Making

- Setting Up Google Analytics and GA4
- Key Performance Indicators (KPIs) for Brands
- Data Interpretation and Reporting for Better Brand Strategies
- AI-Driven Insights and Predictive Analytics

Module 7: Automation and E-Commerce

This module covers marketing automation and how to effectively run an e-commerce business.

1. Marketing Automation

- Introduction to Marketing Automation Platforms
- Creating Automated Workflows
- Lead Scoring and Nurturing for Brands
- AI in Marketing Automation

2. E-Commerce Essentials

- Setting Up an E-Commerce Store
- Payment Gateways and Security
- Using AI for Inventory Management
- Customer Relationship Management (CRM) for E-Commerce

3. Mobile Marketing

- Mobile-First Design Principles
- Mobile Apps and Push Notifications for Branding
- Location-Based Marketing Strategies

Module 8: Mastering Any Skill with Free Online Resources

This module equips students with the skills to effectively utilize the internet for self-learning, accessing online resources, and engaging in online communities and social media for educational purposes.

1. Utilizing Online Learning Platforms and Research Techniques

- Understanding the advantages of online learning
- Overview of various online learning platforms (Coursera, edX, Khan Academy, etc.)
- How to identify reliable and credible sources
- How to find and enroll in courses on platforms like Coursera, edX, Khan Academy, and Udemy
- Tips for effective online course participation and completion
- Utilizing additional resources provided by these platforms (forums, additional readings, quizzes)
- Effective use of search engines (Google, Bing) for academic research
- How to use online libraries and databases (Google Scholar, JSTOR)
- Evaluating the credibility of online sources and information

2. Engaging with Online Communities and Social Media for Learning

- Using Facebook groups for subject-specific discussions and networking
- How to find and join educational Discord servers
- Participating in Twitter chats and following educational hashtags
- How to ask effective questions and seek help in online forums (Reddit, Stack Overflow, Quora)
- Building a network of peers and mentors online
- Contributing to online discussions and sharing knowledge
- Tips for staying safe and respectful in online communities

3. Staying Motivated and Organized While Learning Online

- Creating a study schedule and setting goals
- Staying motivated and disciplined while learning online
- Using tools like Trello, Notion, and Google Calendar for time management

Module 9: Building a Digital Marketing Career as a Freelancer

This module aims to guide students on how to establish a successful freelancing career in digital marketing.

1. Understanding Freelancing in Digital Marketing

- Definition of freelancing in the context of digital marketing
- Benefits of freelancing, including flexibility and diverse opportunities
- Common challenges freelancers face in the digital marketing field

2. Essential Skills for Digital Marketing Freelancers

- Core skills required: SEO, content marketing, social media management, email marketing
- Technical skills: Familiarity with tools like Google Analytics and social media platforms
- Importance of soft skills such as communication and time management

3. Finding Freelance Opportunities

- Overview of popular freelance platforms (Upwork, Fiverr)
- Strategies for building an impressive portfolio that showcases work

- Networking tips to connect with potential clients through social media and professional groups
- Crafting effective pitches to attract clients

Conclusion and Capstone Project

The course will conclude with a capstone project where students apply their knowledge to create a comprehensive marketing strategy for a chosen brand or personal project.

Email us at: enquiry@dg10.academy
Visit our website: www.dg10.academy
Course page URL: www.dg10.academy/brand-launch-pro