

Digital Marketing Calendar

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEK END	SATURDAY
WEEK - 1					Class 1 Design Thinking		Class 1 Design Thinking
WEEK - 2		Class 2 DT Examples & Activity		Class 3 Digital Marketing- Marketing Fundamentals	Class 4 Definitions in Marketing Fundamentals Framework- Customize for Self Business.		Class 2 DT Examples & Activity Digital Marketing- Marketing Fundamentals Definitions in Marketing Fundamentals Framework- Customize for Self Business.
WEEK - 3		Class 5 Value Proposition Templates Customer Persona		Class 6 Empathy Map Customer Journey	Class 7 Combine all the Exercises in unit 1 Discuss and Corrections in the Marketing Fundamentals		Class 3 Value Proposition Templates Customer Persona Empathy Map Customer Journey Combine all the Exercises in unit 1 Discuss and Corrections in the Marketing Fundamentals
WEEK - 4		Class 8 Introduction to Content Strategy		Class 9 Content Generation Process. Content Formats	Class 10 Content Types		Class 4 Introduction to Content Strategy Content Generation Process. Content Formats Content Types
WEEK - 5		Class 11 Content Framework- SCQA, PIXAR		Class 12 Distribution Techniques. Content Marketing	Class 13 Metrics for Content Marketing		Class 5 Content Framework- SCQA, PIXAR Distribution Techniques. Content Marketing Metrics for Content Marketing
WEEK - 6		Class 14 Write a blog using any one of the Framework		Class 15 Introduction to Social Media Marketing. Social Media	Class 16 Facebook marketing Elements of Facebook.		Class 6 Write a blog using any one of the Framework Introduction to Social Media Marketing.

				Framework			Social Media Framework Facebook marketing Elements of Facebook.
WEEK - 7		Class 17 Organic Promotion Channels Instagram Marketing		Class 18 Content Calendar- for Social sites Exercise: Create a Monthly Calendar for Social Ads	Class 19 Measure the Metrics for Social post What is UTM? How to add UTM to measure the analytics		Class 7 Organic Promotion Channels Instagram Marketing Content Calendar- for Social sites Exercise: Create a Monthly Calendar for Social Ads Measure the Metrics for Social post What is UTM? How to add UTM to measure the analytics
WEEK - 8		Class 20 Assignment: Following the Content Calendar, for the regular Verify the metrics using UTM code.		Class 21 Campaign VS Regular Posts Social Media Posts Lead Generation	Class 22 Metrics		Class 8 Assignment: Following the Content Calendar, for the regular Verify the metrics using UTM code. Campaign VS Regular Posts Social Media Posts Lead Generation Metrics
WEEK - 9		Class 23 How the creatives must be? Types of Ads		Class 24 Social Media Analytics	Class 25 Ab Testing		Class 9 How the creatives must be? Types of Ads Social Media Analytics Ab Testing
WEEK - 10		Class 26 How to do Facebook Campaign?		Class 27 SEO Introduction What is Spider? How does it works? Types of Keywords	Class 28 Ranking Algorithm Types of Inks usedn in SEO Types of SEO On Site SEO OFF Site SEO"		Class 10 How to do Facebook Campaign? How to do Facebook Campaign? SEO Introduction Ranking Algorithm Types of Inks usedn in SEO Types of SEO On Site SEO OFF Site SEO

WEEK - 11		Class 29 SEM Introduction SEM keyword Analysis		Class 30 Metrics to be measured using Google Ad Words	Class 30 Assignment-Group Discussion on SEO- Team ACTivity		Class 11 SEM Introduction SEM keyword Analysis Metrics to be measured using Google Ad Words Assignment-Group Discussion on SEO- Team ACTivity
WEEK - 12		Class 32 Display Advertising Types of DA		Class 33 Metrics for display Advertising	Class 34 True View Vedio Ad- Details		Class 12 Display Advertising Types of DA Metrics for display Advertising True View Vedio Ad- Details
WEEK - 13		Class 35 Create keywords for vedio using Google Ad words Assignment on Same		Class 36 Introduction to Email Marketing How the emails should be?	Class 37 How email list can be added? Sign up Methods- Opt in Methods Double opt in method		Class 13 Create keywords for vedio using Google Ad words Assignment on Same Introduction to Email Marketing How the emails should be? How email list can be added? Sign up Methods- Opt in Methods Double opt in method
WEEK - 14		Class 38 Elements of Email Create email Calendar		Class 39 Types of Email Exercise: Create an Ad email send to list of Contacts and measure	Class 40 Metrics to be measured- Definitions and Formula Calculate the metrics		Class 14 Elements of Email Create email Calendar Types of Email Exercise: Create an Ad email send to list of Contacts and measure Metrics to be measured- Definitions and Formula Calculate the metrics
WEEK - 15		Class 41 Create an Email Ad and measure the metrics		Class42 Introduction to Google Analytics. How does Google Analytics Work?	Class 43 What is Google Tag Manager? How to use it?		Class 15 Create an Email Ad and measure the metrics Introduction to Google Analytics. How does Google Analytics Work? What is Google Tag

							Manager? How to use it?
WEEK - 16		Class 44 Exercise: Measure the metrics of the Website		Class 45 Take your business website and do the google Analytics and track the metrics	Class 46 Conclusion		Class 16 Exercise: Measure the metrics of the Website Take your business website and do the google Analytics and track the metrics Conclusion