

OILab (Open Innovation Lab)

Digital Marketing Mastery Course

Master the Art of Online Growth with OILab

The Digital Marketing Course at OILab (Open Innovation Lab) is designed to help students, entrepreneurs, and professionals build powerful online marketing skills. In today's digital-first world, businesses rely heavily on digital platforms to grow their brand, attract customers, and increase revenue.

At OILab, we focus on practical, real-world marketing strategies rather than just theory. Students learn how to create successful marketing campaigns using tools used by top companies worldwide.

This course covers everything from Search Engine Optimization (SEO), Social Media Marketing, Google Ads, Content Marketing, Email Marketing, Analytics, and Brand Strategy. You will also learn how to analyze marketing data, optimize campaigns, and generate real results.

With live projects, real campaigns, and industry case studies, learners gain hands-on experience that prepares them for careers as Digital Marketers, SEO Specialists, Social Media Managers, and Marketing Strategists.

Course Overview

Digital marketing has become one of the most powerful ways for businesses to reach their audience, grow their brand, and increase sales. From startups to global companies, every business today relies on digital platforms to connect with customers.

This Digital Marketing Mastery Program is designed to teach you the complete digital marketing ecosystem—from the fundamentals to advanced strategies used by professionals.

In this course, you will learn how to promote brands, generate leads, run paid campaigns, optimize websites for search engines, and analyze marketing performance.

Through practical projects and real-world examples, you will gain hands-on experience in running successful digital marketing campaigns.

By the end of the course, you will have the confidence to work as a digital marketing professional, freelancer, or grow your own business online.

Course Curriculum

Module 1: Introduction to Digital Marketing

1. What is Digital Marketing
2. Importance of Online Marketing
3. Traditional Marketing vs Digital Marketing
4. Understanding Digital Marketing Channels
5. Digital Marketing Strategy Basics

Module 2: Website & Marketing Fundamentals

1. Understanding Websites and Landing Pages
2. Domain & Hosting Basics
3. Website Structure and UX for Marketing
4. Conversion Optimization Basics
5. Setting up WordPress Websites

Module 3: Search Engine Optimization (SEO)

1. Introduction to SEO
2. How Search Engines Work
3. Keyword Research Techniques
4. On-Page SEO Optimization
5. Technical SEO Basics
6. Off-Page SEO & Link Building
7. Local SEO Strategies
8. SEO Tools and Analysis

Module 4: Social Media Marketing

1. Introduction to Social Media Marketing
2. Platform Strategies (Facebook, Instagram, LinkedIn, YouTube)
3. Creating Engaging Content
4. Social Media Growth Strategies
5. Audience Targeting
6. Content Calendar Planning
7. Social Media Analytics

Module 5: Paid Advertising (PPC)

1. Introduction to Paid Advertising
2. Google Ads Fundamentals
3. Search Ads Campaign Setup
4. Display Advertising
5. Facebook & Instagram Ads
6. Audience Targeting Techniques
7. Budget Optimization
8. Conversion Tracking

Module 6: Content Marketing

1. Importance of Content Marketing
2. Blog Writing Strategies
3. SEO Content Creation
4. Video Marketing Basics
5. Content Distribution
6. Content Strategy Planning

Module 7: Email Marketing

1. Email Marketing Fundamentals
2. Building Email Lists
3. Creating Email Campaigns
4. Automation Workflows
5. Email Marketing Tools
6. Conversion Optimization

Module 8: Analytics & Performance Tracking

1. Introduction to Marketing Analytics
2. Understanding Website Traffic
3. Conversion Tracking
4. Campaign Performance Analysis
5. Marketing Data Interpretation

Module 9: E-Commerce Marketing

1. Digital Marketing for Online Stores
2. Product Marketing Strategies
3. Conversion Rate Optimization

4. Retargeting Campaigns
5. Customer Retention Techniques

Module 10: Marketing Automation & Tools

1. Marketing Automation Basics
2. CRM Integration
3. Lead Generation Tools
4. Social Media Scheduling Tools
5. AI Tools for Marketing

Module 11: Real Campaign Projects

Students will run practical campaigns such as:

1. SEO optimization project
2. Social media marketing campaign
3. Paid ads campaign simulation
4. Lead generation campaign

These projects help students gain real-world marketing experience.

Skills You Will Learn

After completing this course, you will be able to:

- ✓ Develop complete digital marketing strategies
- ✓ Run social media marketing campaigns
- ✓ Optimize websites for search engines
- ✓ Create high-converting marketing content
- ✓ Run paid advertising campaigns
- ✓ Track and analyze marketing performance
- ✓ Generate leads and online sales

Career Opportunities

After completing this course, you can work as:

1. Digital Marketing Executive
2. SEO Specialist
3. Social Media Manager
4. PPC Campaign Manager
5. Content Marketing Specialist
6. Freelance Digital Marketer
7. Online Business Consultant

Certification

Students who complete the training and projects will receive a Professional Digital Marketing Certification, validating their skills and knowledge in digital marketing.