
A NETWORK RISING LEARNING GUIDE



DIGITAL MARKETING

PROFESSIONAL COURSE

Learn the channels. Build practical work. Understand the numbers.

SEO • PAID MEDIA • SOCIAL • ANALYTICS • AI

networkrising.com



The Network Rising Approach

Digital marketing is not a checklist of tools. It is a process: understand the customer, choose the channel, measure the outcome and improve.

Understand

01

Research the audience, their needs, search intent and decision journey.

Create

02

Build useful content, landing pages, campaigns and clear calls to action.

Distribute

03

Use search, social, email, creators and paid media where they fit.

Measure

04

Use evidence to understand what worked, what failed and what to test next.

PROJECT / NOTE Focus on practical thinking—not memorising platform buttons.



Who Is This Course For?

A structured introduction for people who want to understand how online marketing works and how to apply it.

Students & beginners

01

Build core knowledge and start collecting work samples.

Working professionals

02

Add digital channels, campaign planning and analytics to existing skills.

Business owners

03

Understand how websites, content and campaigns can support business goals.

Creators & freelancers

04

Plan content, grow audience relevance and evaluate campaign performance.

PROJECT / NOTE Career outcomes depend on practice, portfolio quality, experience and market conditions.

The Learning Roadmap

A sensible sequence builds foundations before moving into specialisation.

01 — Foundations

01

Marketing principles, customer journey and website fundamentals.

02 — Core channels

02

SEO, search ads, social media, email and inbound marketing.

03 — Measurement

03

Analytics, tracking, reporting and campaign optimisation.

04 — Specialisations

04

AI, e-commerce, affiliate, reputation management and automation.

05 — Portfolio

05

Document project briefs, decisions, results and lessons learned.

PROJECT / NOTE Course duration, pricing and certificate terms should be confirmed by Network Rising before publication.



Digital Marketing Foundations

Learn how channels work together to support business objectives.

Introduction

01

What digital marketing is; digital vs. traditional marketing; channel roles and trends.

Marketing fundamentals

02

Customer needs, positioning, value proposition, audience and business objectives.

Customer journey

03

Awareness, consideration, conversion, retention and customer experience.

Planning & KPIs

04

Choose a goal, select relevant channels and define how success will be measured.

PROJECT / NOTE Practice: write a one-page digital marketing plan for a business of your choice.

Website Development & Design

A website is often the destination for marketing traffic. Learn the basics of building and improving it.

Website setup

01

Domain, hosting, WordPress installation, themes, plugins and page structure.

Page design

02

Home, about, services, contact and blog pages; clear navigation and calls to action.

Content & usability

03

Useful copy, headings, image choices, mobile responsiveness and accessibility.

Optimisation basics

04

Page speed, basic on-page SEO and a simple quality checklist.

PROJECT / NOTE Practice: build a small business website or a prototype landing page.

Search Engine Optimisation

SEO helps relevant pages become easier to discover through organic search.

How search works

01

Crawling, indexing, ranking, search intent and useful content.

Keyword research

02

Find topics, group keywords by intent and identify long-tail opportunities.

On-page SEO

03

Titles, meta descriptions, headings, URLs, internal links and image optimisation.

Technical & local SEO

04

Site health, mobile usability, local visibility and Google Business Profile basics.

Off-page & reporting

05

Link-building principles, outreach, audits and prioritised recommendations.

PROJECT / NOTE Practice: audit a website and present the top fixes in priority order.

Search Engine Marketing & Google Ads

Understand paid search and how campaign structure, relevance and measurement work together.

Campaign foundations

01

Account structure, objectives, keywords, match types and search intent.

Ads & landing pages

02

Write relevant ad copy and align it with the landing-page experience.

Budget & targeting

03

Understand bidding, budgets, geography, audiences and campaign settings.

Other formats

04

Display, video and shopping campaign concepts.

Measurement

05

Conversions, cost metrics, reporting and evidence-based optimisation.

PROJECT / NOTE Practice: create a search campaign plan; live spend is optional and requires explicit budget approval.

Social Media Marketing

Build platform-specific content that supports audience and business goals.

Strategy

01

Choose channels based on audience, objective, resources and content fit.

Content planning

02

Create content pillars, a calendar and a balanced mix of useful formats.

Organic social

03

Facebook, Instagram, LinkedIn and YouTube content fundamentals.

Community & review

04

Engagement, moderation, audience insights and content-performance reviews.

PROJECT / NOTE Practice: prepare a 2-week content calendar with goals and formats.

Paid Social & Performance Marketing

Learn the logic behind paid social campaigns and the decisions that improve performance.

Meta Ads

01

Objectives, audiences, placements, creatives, budgets and conversion events.

LinkedIn Ads

02

B2B targeting, lead generation, campaign formats and reporting.

Creative testing

03

Develop variants, set a hypothesis and compare results fairly.

Optimisation

04

Review cost, quality and conversions—not views alone.

Platform awareness

05

Understand WhatsApp business, YouTube and other channel use cases.

PROJECT / NOTE Practice: draft a campaign brief with audience, offer, creative concept and KPIs.

Email Marketing & Automation

Use email to communicate with permission, deliver value and support the customer journey.

Email foundations

01

Campaign objectives, audience segments, campaign types and list building.

Copy & design

02

Subject lines, clear messages, calls to action and mobile-friendly layouts.

Automation

03

Welcome sequences, nurture journeys, triggers and workflow logic.

Deliverability

04

List hygiene, opt-in practices and SPF, DKIM and DMARC concepts.

Measurement

05

Clicks, conversions, unsubscribes and continuous improvement.

PROJECT / NOTE Practice: map a welcome sequence of three emails for a sample business.

Inbound Marketing & Content Strategy

Attract relevant audiences by answering real questions and helping people make decisions.

Inbound methodology

01

Attract, engage and delight; inbound vs. outbound approaches.

Personas & intent

02

Define audiences, needs, objections and information gaps.

Content planning

03

Blogs, guides, landing pages, email and social content working together.

Conversion optimisation

04

Calls to action, landing-page structure, funnel drop-offs and testing.

PROJECT / NOTE Practice: create a content plan mapped to three stages of the customer journey.

Web Analytics & Measurement

Turn activity data into useful decisions. Metrics matter only when they connect to objectives.

Analytics basics

01

Metrics, dimensions, acquisition, engagement and key events.

Google Analytics

02

Property navigation, traffic reports, events and conversion concepts.

Campaign tracking

03

UTM parameters, source/medium naming and tracking consistency.

Reporting

04

Dashboards, channel comparisons, landing-page analysis and recommendations.

PROJECT / NOTE Practice: interpret a sample campaign report and write three actionable findings.

AI for Digital Marketing

Use AI as an assistant for research and production, while keeping human review and accountability.

Practical use cases

01

Research support, idea generation, outlines, variants and summarisation.

Campaign support

02

Draft personas, content concepts, ad variations and reporting narratives.

Workflow design

03

Use prompts with clear context, constraints, examples and output criteria.

Responsible use

04

Verify claims, protect confidential data and review for bias and brand fit.

PROJECT / NOTE Practice: document an AI-assisted workflow and show how each output was checked.

E-commerce, Dropshipping & Affiliate Marketing

Understand the moving parts of online selling and how marketing supports discovery and conversion.

Online stores

01

Product pages, categories, navigation, checkout and customer support.

Platforms

02

Explore WooCommerce and Shopify workflows at a practical level.

Dropshipping

03

Supplier reliability, fulfilment, returns, shipping time and customer experience.

Affiliate marketing

04

Offers, commissions, tracking, disclosure and profitability.

PROJECT / NOTE Practice: estimate margin after product cost, fees, fulfilment, advertising and refunds.

Influencer & Creator Marketing

Plan creator partnerships around audience fit, clear deliverables and measurable campaign objectives.

Creator discovery

01

Match audience, niche, content quality, geography and brand fit.

Campaign planning

02

Briefs, deliverables, timelines, approvals and usage rights.

Measurement

03

Reach, views, engagement, clicks, leads and conversions where trackable.

Professional practice

04

Disclosure, authenticity, brand safety and clear communication.

PROJECT / NOTE Practice: build a creator shortlist and a one-page campaign brief.

Marketing Tools & Workflows

Learn why and when to use tools; the interface may change, but the workflow remains useful.

SEO & research

01

Google Search Console, Keyword Planner, Semrush, Ahrefs, Moz and Screaming Frog.

Analytics & tracking

02

Google Analytics, Looker Studio, Google Tag Manager and PageSpeed Insights.

Social publishing

03

Platform-native analytics and publishing tools; scheduling tools where useful.

Email & CRM

04

Email marketing and CRM platforms such as Mailchimp and Zoho.

Design & collaboration

05

Canva, spreadsheets, briefs, project boards and reporting documents.

PROJECT / NOTE Tool pricing, availability and features change. Confirm current plans before recommending a tool.

Practical Projects

Use projects to demonstrate reasoning and process—not just screenshots of software.

Project 1 — Website & SEO audit

01

Review a site, identify issues and prioritise improvements.

Project 2 — Paid search plan

02

Create keyword groups, ad copy, landing-page direction and KPIs.

Project 3 — Social campaign

03

Build a content calendar, creative concepts and a reporting template.

Project 4 — Analytics report

04

Interpret sample data and recommend next steps.

Project 5 — Creator campaign

05

Create a brief, shortlist criteria, deliverables and measurement plan.

PROJECT / NOTE Label simulated projects honestly. Never claim client results or live campaign outcomes that did not occur.

From Learning to Opportunities

A useful course should help learners explain what they can do and show evidence of it.

Create a portfolio

01

Show the brief, objective, process, decisions, work samples and results.

Prepare for interviews

02

Practise explaining metrics, trade-offs, failures and what you would improve.

Keep learning

03

Platforms, privacy rules, formats and measurement practices evolve.

Use your skills

04

Apply the same planning and measurement discipline to personal projects, internships or client work.

PROJECT / NOTE Do not promise jobs, placements, government incentives or third-party certifications unless Network Rising has verified arrangements.



Learn with Network Rising

Digital marketing education informed by the work of a digital marketing and influencer marketing agency.

Core areas

01

SEO, website development, social media, Google and Meta Ads, influencer campaigns and performance marketing.

Website

02

networkrising.com

Email

03

help@networkrising.com

Location

04

Dilshad Garden, Delhi

PROJECT / NOTE Before distribution, add confirmed course duration, fee, delivery format, support details and certificate policy.