

Name of the Job Role: Digital Marketing Manager

QP Code and NSQF Level: MES/Q706

S.No.	Orientation Component/Activity	Topic	Sub-Topics	Topic Duration (in hours)	Learning Outcomes
1	Domain Training	Develop a digital marketing strategy	<ol style="list-style-type: none">1. Set-up digital marketing goals based on organization's objectives2. Identify and understand the target audience3. Identify the digital channels and set-up campaign budgets4. Define KPIs to measure performance of campaigns	2 Hr.	<p>PC1. identify and understand organization's objectives for aligning digital marketing campaigns towards it</p> <p>PC2. set-up clear, specific and measurable goals for each digital marketing campaign</p> <p>PC3. analyze current customer base to find out their common characteristics and interests</p> <p>PC4. research about the key competitors to identify who they are targeting and who are their current customers</p> <p>PC5. create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research</p> <p>PC6. identify the digital marketing channels such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media, email marketing etc. based on the defined objectives and goals</p> <p>PC7. set-up and allocate the budget for each digital marketing channel</p>

	Domain Training	Plan and conduct digital marketing campaigns	<ol style="list-style-type: none"> 1. Plan and prioritize the set-up of campaigns 2. Delegate tasks to the team members 3. Review the set-up of campaigns 	2 Hr.	<p>PC1. prioritize the set-up of campaigns based on the expected ROI which will produce maximum results</p> <p>PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources</p> <p>PC3. identify the campaign requirements such as content, advertising copies, creatives, keywords, landing pages etc.</p> <p>PC4. delegate the campaign tasks to the team members along with set completion deadline</p> <p>PC5. monitor the work progress, review the quality and give feedback to the team members</p> <p>PC6. test and ensure that the conversion tracking is set-up properly for each campaign</p> <p>PC7. review the target audience, keywords and scheduling of all the campaigns</p> <p>PC8. review and ensure that the campaign budgets are set-up as per the plan</p>
	Domain Training	Optimize campaign's performance and expenditure	<ol style="list-style-type: none"> 1. Analyze the campaign insights on different channels 2. Make the required changes 	2 Hr.	<p>PC1. analyze the performance of campaigns in terms of reach, engagement, cost per click, cost per conversion, conversion rates etc.</p> <p>PC2. segment the campaign performance by target audience, keywords, placements, time and day of week, ad copies and creatives</p> <p>PC3. create a comparison report to analyze campaign's performance on different channels such as search and social</p> <p>PC4. analyze and remove the low performing keywords from the campaigns based on the insights</p> <p>PC5. stop the advertisement with low click-through rate (CTR) and conversion rates</p>

					PC6. increase the bids for the best performing keywords to get higher advertising rankings PC7. allocate more budgets towards the better performing campaigns generating higher return on investment
2	Soft Skills and Entrepreneurship Tips specific to the Job Role	Communication & team work		2 Hr.	Communicate what one intends to, to other team mates
		E wallet & digital literacy/e-commerce		2 Hr.	Online transaction system using smart phones/ computer Awareness about faradism
3	Familiarization to Assessment Process and Terms Duration: 2 hours	Need and importance of Assessment		1 Hr.	Should be able to understand importance of assessment
		Process and modes of assessments		1 Hr.	Should become familiar with the process of assessment

