

# Digital Marketing Roadmap

## Phase 1: Digital Marketing Fundamentals

- **Marketing Basics** – 4Ps (Product, Price, Place, Promotion).
- **Consumer Behaviour** – Psychology of online buyers.
- **Marketing Funnels** – Awareness, consideration, conversion.

## Phase 2: SEO & Content Marketing

- **Search Engine Optimization (SEO)** – Keyword research, on-page, off-page SEO.
- **Content Marketing** – Blog writing, video marketing, infographics.
- **Email Marketing** – Drip campaigns, A/B testing.

## Phase 3: Social Media & Paid Advertising

- **Social Media Marketing** – Facebook, Instagram, LinkedIn, Twitter strategies.
- **PPC Advertising** – Google Ads, Facebook Ads, retargeting.
- **Affiliate & Influencer Marketing** – Collaborations, sponsorships.

## Phase 4: Analytics & Automation

- **Google Analytics & Data Interpretation** – Audience insights, conversion tracking.
- **Marketing Automation** – Chatbots, email automation, CRM integration.
- **AI in Marketing** – Personalization, predictive analytics.