

Digital Marketing Training

COURSE BROCHURE & SYLLABUS

Why you should learn Digital Marketing?

Digital Marketing is experiencing exponential growth across the world. From being a part of the overall marketing lot, digital media has now become the main focus of every company's marketing plans. As a manager, they need to know how digital media is affecting your company's branding & sales and how you can leverage to stay ahead of competition in the group.

Course Duration: 60 Hours

Digital Marketing Course Content

- **Module 1: Digital marketing Introduction**
 - Introduction to Digital marketing
 - Comparison of Traditional and Digital Marketing
 - Statistics of Digital Marketing
 - Benefits of Digital marketing
 - Latest Digital marketing trends
 - Digital Marketing strategy for websites
 - Challenges in Traditional Application
 - Career opportunities in digital marketing
 - **Module 2: Website Designing with CMS**
 - Basic Information of Websites
 - Basics of CMS
 - Use of WordPress CMS?
 - WordPress Installation
 - Understanding the Dashboard
 - SEO specific plugins
 - **Module 3: Optimizing a Web Site for Online Marketing**
-

- Web site Concepts
 - All about Domain names
 - Choosing a right hosting company and domain
 - Analyzing the Website
 - Web site maintenance and management
 - Mobile sites
-

- **Module 4: Search Engine Optimization (SEO)**

- What is SEO
- How Different types of Search engines work?
- Google Analytics
- Search Engine Algorithms and Updates
- Google Webmasters Tools (Web Console)
- Keyword Research Process
- Competition Analysis
- Google Keyword Planer
- On page Optimization strategies
- Off Page Optimization Local SEO Strategies
- Reports and SERP Management
- CMS SEO Plugins
- Benefits of Using ROBOTS.TXT
- Advantages of Sitemap
- Use of .htaccess file in SEO

- **Module 5: Social Media Marketing**

- Basics of social media marketing
- Facebook fan page creatinG
- Facebook marketing
- Facebook Paid advertising
- YouTube marketing
- Twitter marketing
- Google+ marketing
- LinkedIn marketing
- Pinterest marketing

- **Module 6: Email Marketing**

- Collecting email addresses
 - Basics of Email Template Structure>
 - How to Design Email Templates?
 - Sending Mails
 - Email Segmentation
-

- **Module 7: Content Marketing**

- Article marketing
- Social media content
- Web site and email content
- Online Promotion

- **Module 8: Online Reputation Management**

- What is Online reputation management
- Why business needs online reputation
- Focus areas in ORM
- ORM strategy

- **Module 9: Google Ad Sense and Affiliate Marketing**

- Online money earning strategies
- Planning a website for Ad sense
- What is Ad sense?
- Implementing Ads in a Website
- What is Affiliate Marketing
- Types of Affiliate Marketing
- Making Money using Affiliate Marketing

- **Module 10: Google Analytics Topics**

- Basics of Google analytics
- Tools for website analytics
- Installing Google Analytics in website
- Parameters of Google Analytics
- Reporting and Analysis
- Goals and Funnels
- Segmentation and Filters

- **Module 11: Online Advertising**

- Search ads
 - Display ads
 - Affiliate marketing
 - Social media advertising
 - Local advertising
 - Email advertising
-

- **Module 12: Mobile marketing**

- What is mobile marketing
- Best practices of mobile marketing
- Types of mobile marketing

- **Module 13: Hashtag Viral Marketing**

- How to use Hashtags for your business
- Find hashtags related to the main key-board
- Research Trending Hashtag
- Hashtags on Facebook & Twitter to generate traffic
- Track your Hashtag impact
- Speed it up- tools to detect hashtag strength
- Track your Hashtag impact

- **Module 14: List Building Techniques**

- List Building techniques
- How to design your squeeze page for maximum conversions
- Split testing your squeeze pages
- Setting up your Broadcast Schedule
- Launching your list building campaign

- **Module 15: Freelancing Techniques**

- Freelancing website , best practices
- Registering on freelancing websites
- Applying for online jobs
- Micro job sites-application, & posting
- Forum promotions Accepting payments

- **Module 16: Whatsapp Digital Marketing**

- Whatsapp marketing for business
 - Communicate better using texts, images audio,videos
 - Increase audience engagement
 - Reinforce credibility by providing immediate customer support
-

- Build long-term relationships & create loyal brand advocates

- **Module 17: Live Streaming**

- Learn to use live streaming for online branding
- Configuring broadcast settings
- Different types of broadcast
- Create a scope
- Promote & interact with your viewers

- **Module 18: Webinar Marketing**

- Webinar marketing & benefits
- Logistics, Direct interaction
- Launch feedbacks, webinar platforms
- Webinar tools and services
- Guidelines to a successful webinar

- **Module 19: Media Buying & Selling**

- Media planning & Optimization
- Programmatic Media buying
- Selling & service providers
- Media buying campaigns & steps
- 10 Do's for a successful media campaign

- **Module 20: Lead generation**

- How to create your 'Bribe' offer
- How to create A high Converting page
- Joining give away events
- Adding your offer to Thank you page
- Ad swaps- from third party sites

- **Module 21: Creating a Blog**

- Steps to blog marketing success
 - Create your blog- your business details
 - Customize your blog – be professional
 - Posting – Getting the word out
 - Marketing tools-Using them
-
-

- **Module 22: Design Graphics**

- Graphics effectively communicate
- Visual representations of information
- Create your own graphic for clients and social media. In 2017 Graphics will rule
- Graphics are more appealing than text.

- **Module 23: Landing Page Techniques**

- Elements of landing page
- Acquiring stunning landing pages
- WordPress themes & plugins
- CTA placement & optimization
- Landing page from third party sites

- **Module 24: YouTube Marketing**

- Video optimization
- Promoting on YOUTUBE
- Monetization
- SEO for you tube
- YouTube Analytics

- **Module 25: PPC Training**

- What is Pay per Click Marketing
- Importance & Benefits of PPC
- Other Pay -per-Click Provider
- What is Google Adwords?
- How to set up PPC Campaign
- Google Adword Networks
- Search Partners-(AOL, Earthlink,
- Powered by Google, Site Search

- **Module 26: PPC Campaign Setup**

- Google Adword Structure
- PPC campaign Navigation
- Use Multiple Account
- What is "Click-through Rates"
- What is impression?
- What is "Cost/Conversion"?
- What is Tracking Code?

- **Module 27: Display Network Campaign**

- Home/Campaigns/Opportunities/Tools & Analysis,Billing,My Account
 - Google Certification Support
-

- **Module 28: Digital Marketing Strategies**

- How to Start a Digital Marketing Agency
- Where do I get my clients from places and areas to look for?
- Approach and Strategies to Convert your prospective clients
- How to Pitch to your clients, prove Digital Marketing is superior
- Target Oriented Marketing Impress with Analytics
- Business Extensions with Upsell & Selling multiple products

- **Module 29: Become a Certified in 45 Days**

- Google Analytics
 - Google Adwords
-
-

•



