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**Performance
Marketer**

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1.5-2 Months

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NEWS

HT Media Invests \$3.6 Mn In Digital Marketing Startup DigiPerform

11 Jan 19 | By Dipen Pradhan

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THE ECONOMIC TIMES

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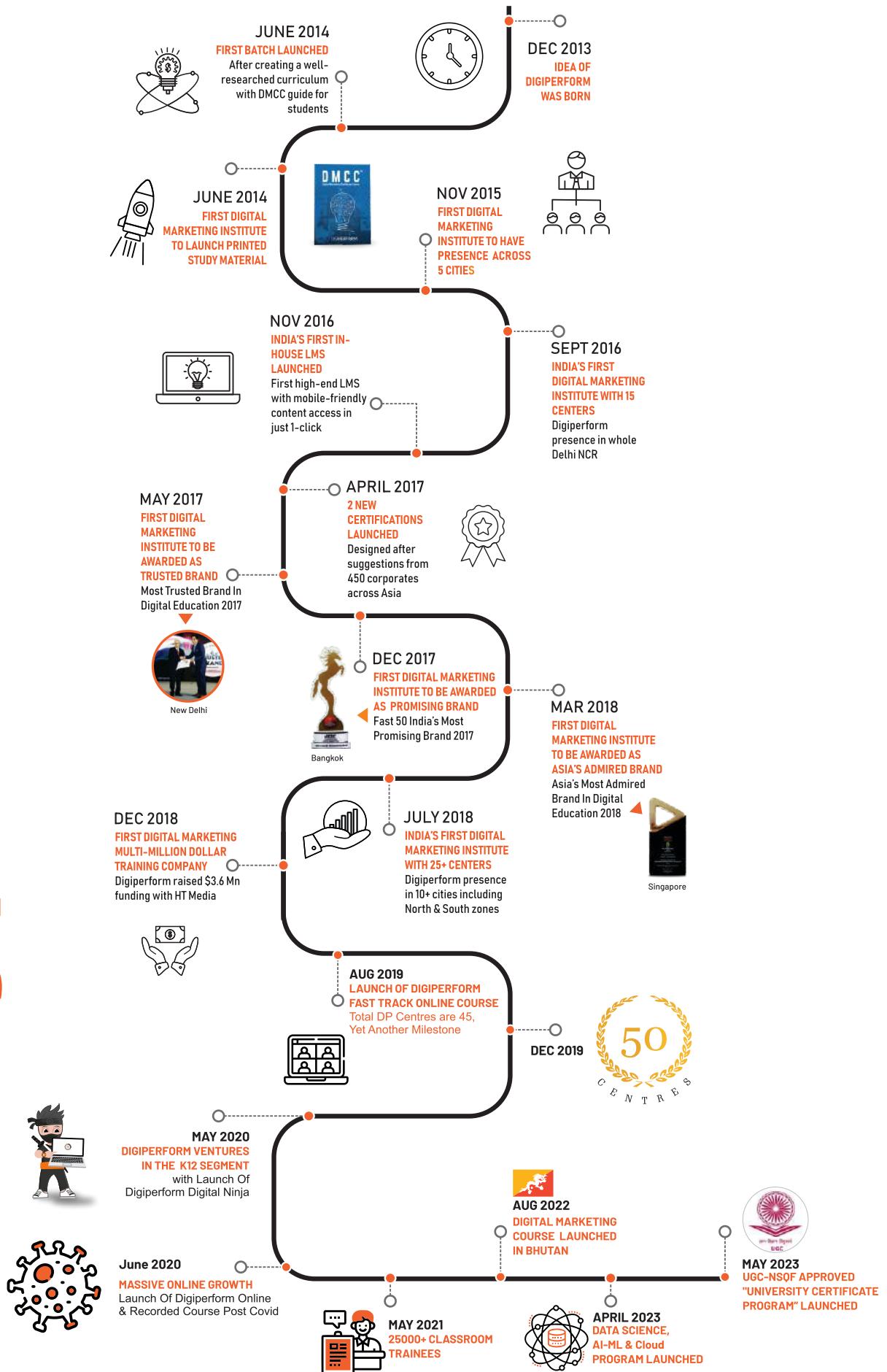
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The Digiperform Journey



Many More Milestone To Come

Digiperformer's are working at



» Performance Marketing Specialist



MODULE 1:

Marketing Foundation

- History of Marketing
- Traditional vs. Digital Marketing



MODULE 2:

Digital Marketing Ecosystem

- The Current Opportunity
- Digital Marketing Channels
- Careers in Digital Marketing



MODULE 3:

Digital Consumer Behaviour

- Digital Consumer Journey
- Understanding Online Business Goals



MODULE 4:

Online Lead Strategy

- Need of Online Advertising
- Types of Online Ads
- Media Buying Principles
- Nurturing & Lead Funnels



MODULE 5:

Landing Page Optimization

- Things to Know when planning a Lead Generation Campaign
- Key Elements of a Landing Page
- User Flow Designing
- LP Copywriting
- Building : Action, Trust & Thank-You Page
- A/B Versions Of LP
- Key LP Creation Tools



MODULE 6:

Facebook & Instagram Advertising

- Introduction to Facebook & IG Ads
- Importance
- Types of Ads- image, Video, Carousel, Story etc.
- Types of Campaigns- Awareness, Consideration, Conversion
- Sub campaigns- Reach, Traffic, Lead Generation, Sales, App Install etc.
- FB & Instagram Ad Policies
- Creating Your Ad Campaign -Live Walkthrough
- Ad Campaign Best Practices
- Ad Campaign Case -Study



MODULE 7:

Online Advertising & Google Ads

- Introduction to Paid Marketing & GA
- Types of Campaigns
- Bidding, Auctions and Budget
- Account Structure
- Account & Billing Setup



Google Ad Campaign Case Study-

Real Estate

- AD Copy & Keyword Optimization
- LP Design Testing
- Budgets Testing
- Bid Amount & Bidding Methods Test
- Ad Schedules
- GA Recommendations

Live-Tools Walkthrough:



>>> SPECIALIZATION :3A

Performance Marketing Specialist

MODULE 8 :

Display Advertising

- Display vs Search Ads - Difference
- Google Display Ad Campaigns
- Targeting Methods
 - Most Popular Display Ad Sizes
 - Display campaign Creation- Live Walkthrough
 - Display Campaign Best Practices



MODULE 9 :

Video Advertising

- Introduction to Video Ads
- Video Ad Types
- Video Ad Campaign Types
- Bidding, Budget, Network & Inventory Options
- Video Campaign Targeting Options



MODULE 10 :

Remarketing & Rebranding

- How Remarketing Improves ROI
- Types of Remarketing Audience
- Essentials Components of remarketing
- Remarketing- Top Case Studies
- Setting Up Google Remarketing Tag
- Creating Different Lists With GA
- Display & Video Remarketing Campaign- Live Walkthrough
- Google Search Remarketing
- Facebook & Instagram Remarketing



Google Ads Specialist
Managing 20+ Google Ads Campaigns

With the right knowledge I gained at Digiperform, I am able to manage 20+ Google Ads campaigns successfully. My clients are satisfied with their ROAS.



Ujjwal Gaur



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be the next
One...

75000+
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2500+
Batches

40+
Centres