

Digital Marketing Course Content

✓ Introduction

- Understanding a company and management
- What is marketing?
- E-commerce
- What is digital marketing?
- How digital marketing is different from traditional marketing
- ROI - traditional marketing Vs digital marketing
- Understanding marketing process
- Benefits of digital marketing?
- Digital marketing process
- Comparing digital marketing with traditional marketing
- Latest digital marketing trends

✓ Website planning & designing

- Internet
- Website
- Portal
- Domain
- Web server
- Hosting
- Website architecture
- Website designing basics
- Different types of websites by purpose of function
- Personal websites
- Business websites
- Information websites
- Different types of websites by building method
- Static websites
- Dynamic websites
- Types of websites
- Domain name suggestions
- Behavioral flow designing
- WordPress website designing
- Building website using CMS in class

✓ Search engine optimization

- Introduction
- What is SERP?
- Importance of seo in digital marketing
- Search engine Vs directory
- Major search engines Vs directories
- Page rank
- Sandbox effect
- Different types of search engines
- What are search engines?
- Search engines history
- How google search engine works?
- Major functions of a search engine
- Competition analysis
- Keywords analysis
- Seo best practices
- Seo checklist
- On page
- Off page
- Local seo
- Google algorithms
- Recovery process
- SEO reporting
- Disadvantages of seo

✓ Search engine marketing

- Campaign creation
- Google adwords
- Website optimizer
- Multi user access
- Bing ads
- Google adsence
- Online display advertising
- Reports

✓ Web analytics

- Google analytics
- Google webmaster tool
- Bing webmaster tool

✓ Content marketing

- Overview
- Content marketing strategy
- Types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- Different ways to connect with online influencers
- Unique ways to write magnetic headlines
- Different examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing
- Grammarly

✓ Social media optimization

- Overview
- Social media strategy
- Facebook
- Twitter
- LinkedIn
- Instagram
- Youtube
- Pinterest
- Google+
- Tumblr

- Viadeo
- Meetup
- Reddit
- Flickr
- Vk
- Myspce
- Slidshare
- Scribd
- Stumble upon
- Digg
- Delicious
- Blogging
- Forums

✓ Social media marketing

- Introduction
- Facebook Marketing
- Twitter Marketing
- Linkedin Marketing
- Youtube Marketing
- Pinterest Marketing
- Instagram Marketing

✓ Lead generation

- Understanding lead generation for business
- Why lead generation is important
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Types of landing pages
- What is A/B testing?
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing

✓ Inbound marketing

- Overview
- A/B Testing Method
- Target Audience
- Strategy
- Creating landing pages
- Hub spot

✓ Affiliate marketing

- Overview
- How to create affiliate account
- How affiliate marketing works
- Different ways to do affiliate marketing
- Components present in affiliate works
- Affiliate marketing secrets
- How to increase ROI of business using affiliate marketing
- How your trainer makes money in affiliate marketing
- Costing techniques
- Attribution models
- How to identify publishers
- How to recruit publishers
- How to retain publishers
- What types of products are to be assigned to publishers
- How to identify merchants
- Types of affiliate programs
- Getting approved
- Payment
- Affiliate marketing tools

✓ Mobile marketing

- Overview
- Mobile marketing and social media
- Mobile marketing measurement and analytics
- Fundamentals of mobile marketing
- Key industry terminology
- Creating mobile website through WordPress

- SMS marketing
- Whatsapp marketing
- Using tools to create mobile websites
- Using tools to create mobile app
- Mobile app management
- Creating mobile ads
- Content marketing on mobile
- Mobile strategy-segmentations option targeting and differentiation
- Uploading mobile app in android and iOS

✓ Online reputation management

- Overview
- Different ways to create positive brand image online
- How to deal with negative Reviews
- How to engage with customers
- Use of ORM
- Areas to analyze ORM
- Tools for managing
- ORM case studies

✓ Email marketing

- Overview
- Email news letters
- What to write?
- How to write?
- Setting up email marketing account
- Types of emails
- Types of email marketing campaigns
- What are auto responders?
- Email scheduling
- Web forms and list creation
- OPT IN list
- Double OPT IN list
- E-Mail template design parameters
- Spam words not to be used in e-mail templates
- E-Mail reporting metrics

- Open rate calculations
- Click rate
- Unique opens
- Unique click
- Hard bounce
- Soft bounce
- Email verifier
- Email hunter
- A/B testing method
- Tricks to land in inbox instead of spam
- Best practices for sending bulk mails
- Email marketing software's
- Reports

✓ E-Commerce marketing

- What is e-commerce
- Top ecommerce websites around the world
- Ecommerce scenario in India
- How to do seo of an e commerce website?
- Why you need a solid ecommerce marketing strategy
- Formulating right ecommerce marketing strategy
- Using affiliate marketing to promote your
- E-commerce business
- Case studies on e-commerce websites

✓ Internet marketing strategy

- Setting up strategy for a project
- Project report
- Swot analysis
- Analysis of KPI's

✓ Tools

- Seo tools