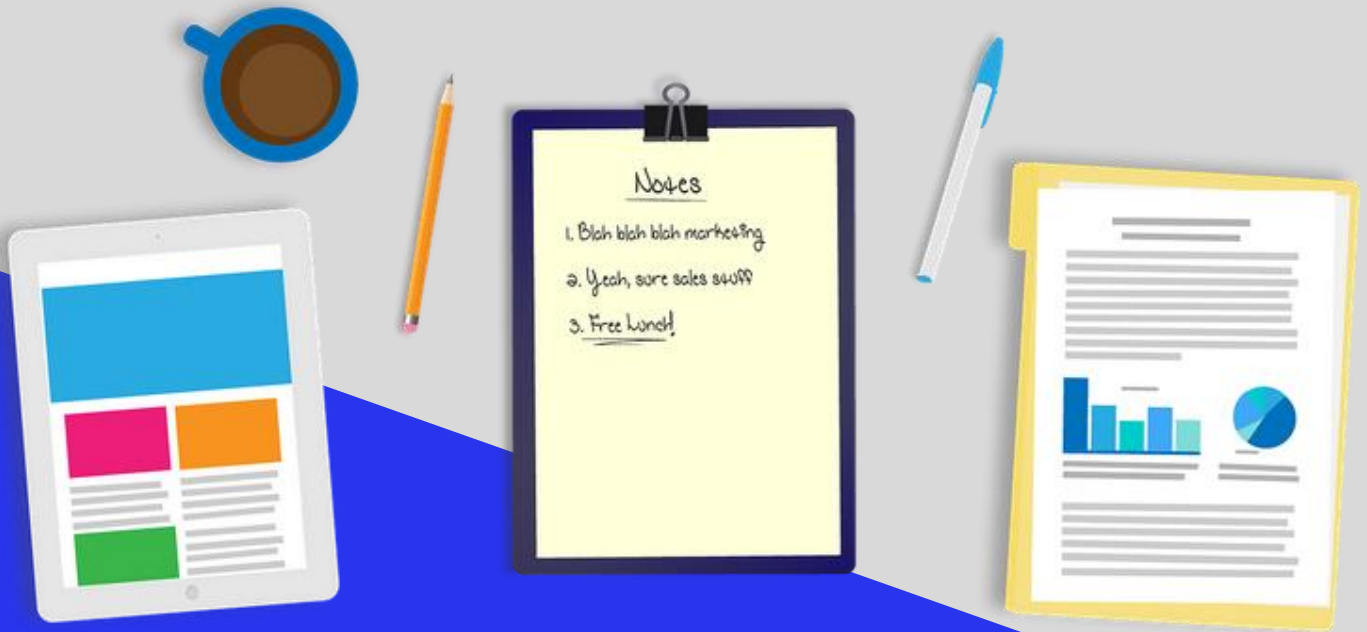




# IT Skills & Solution



Be Beginner to advance Marketer

## DIGITAL MARKETING COURSE

[Sanjeev Kumar](#)

+91 9839993151



Reputed Digital marketing training course for Professional, Entrepreneur, College Students & Job seekers

# PROGRAM IS BEST SUITED FOR



Entrepreneurs



College Students



Marketing Professionals



Job Seekers

## WHY YOU SHOULD LEARN DIGITAL MARKETING



PWC has forecasted that digital advertising will reach a whopping \$240 billion in 2019, increasing from \$135 billion in 2014.



Top MNC'S & new age startups in India looking for experts in digital marketing . Small Businesses also in the queue..



Digital marketing opens door to Self- employment , freelancing, youtube creator club & blogging.



Job profiles after one course- SEO, Social Media Manager, Digital Marketing Analyst etc.

# SALIENT FEATURES



It's an Experienced Marketers initiative.



Weekly Assignments



Placement Assistance



Certificate as Proof of Training



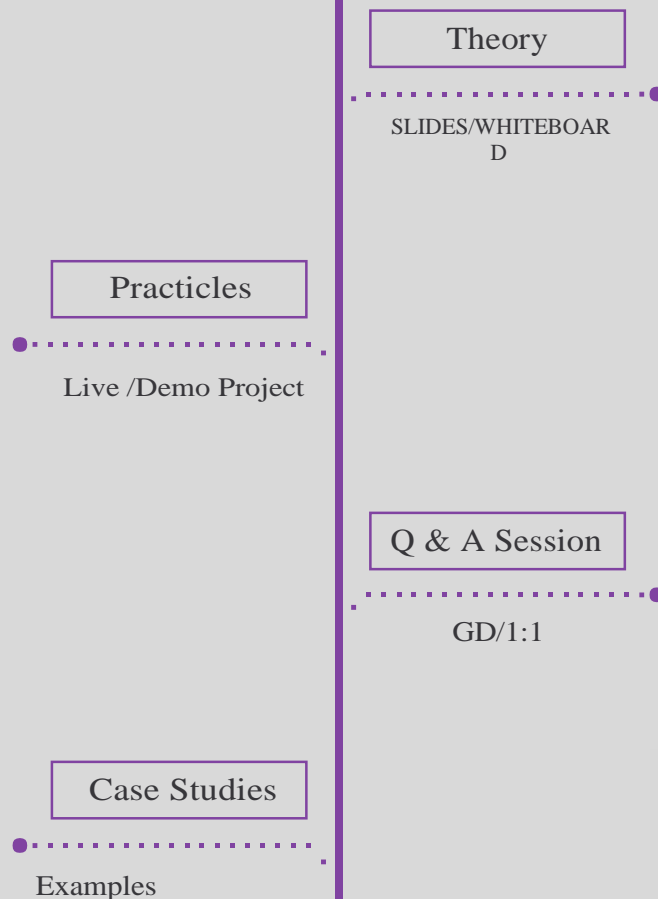
Practical Training with Live Projects.



24 x 7 Support

## COURSE SCHEDULE

- 3 Months (Weekend Batches, Sat-Sun) or
- 45-50 Hours
- For Batches availability get in touch with us at [Sanjeev Kumar](#)



# OUR COURSES INCLUDE



Digital Marketing  
Introduction



Digital Marketing Vs.  
Traditional Marketing



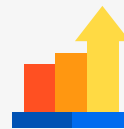
Website Planning  
Process



Search Engine  
Optimization



Social Media  
Marketing



Google  
Analytics



Google Adwords & Online  
Display Advertising



Email  
Marketing



Content  
Marketing



App Store  
Optimization



Affiliate  
Marketing



Blogging & Freelancing  
to Make Money



**IT Skills & Solution**

# DIGITAL MARKETING INTRODUCTION

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Understanding Digital Marketing Process
- Increasing Visibility, What is visibility?, Types of visibility, Examples of visibility
- Visitors Engagement, What is engagement?, Why it is important Examples of engagement
- Bringing Targeted Traffic
- Inbound And outbound marketing
- Converting Traffic into Leads, Types of Conversion , Understanding Conversion Process
- Tools Needed

## DIGITAL MARKETING VS. TRADITIONAL MARKETING

- What's the difference between digital marketing And traditional marketing, And why does it matter?
- Benefits of Traditional Marketing
- The Downside to Traditional Marketing
- Benefits of Digital Marketing
- Why Digital Marketing Wins Over traditional Marketing ?
- Tools of Digital Marketing
- How We Use Both Digital & Traditional Marketing

# WEBSITE PLANNING PROCESS

- What is Internet?
- Understanding domain names & domain extensions
- Different types of websites
- Based on functionality
- Based on purpose
- Planning & Conceptualising A Website
- Booking A domain name & web hosting
- Adding domain name to web Server
- Adding webpages & content
- Adding Plugins
- Building website using CMS in Class
- Identifying objective of website
- Deciding on number of pages required
- Planning for engagement options
- Landing Pages & Optimization
- Creating blueprint of every webpage
- Best & Worst Examples

# SEARCH ENGINE OPTIMIZATION

## Understand Search Engines & Google

- What is SEO?
- Introduction to SERP
- What Are search engines?
- How search engines work
- Major functions of A search engine
- What Are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Long Tail Keywords
- Google Search Tips & HACKS

## On-Page SEO

Keyword Research with Google Keyword Planner.

What is the difference between keywords stuffing & KW placement

How to Select A Domain Name?

Page Naming {URL Structuring} And Folder Naming

Image Naming, Image Title And ALT Tags Creation

What Are Meta Tags, Description.

Robots, Keywords, Author

Redirection Tags

Headings Tags {H1 to H6}

What is Content Writing?

SEO Friendly Content Writing {Insert keywords in content}

Anchor Text, Link Title

Internal linking

Robots.txt file use And creation

HTML Sitemap creation

XML Site Map Creation

Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

Why is Alexa?

Alexa Integration

## Off-Page SEO

What is OFF-Page Optimization?

What Are BACKlinks?

Why BACKlinks Are Important?

How to Get BACKlinks?

Difference Between Do-Follow And No-Follow BACKlinks

What is Google Page Rank?

How to Increase Page Rank?

Search Engine Submissions

Directory Submissions

Article Writing And submissions

Press Release writing And submissions

Blog Posting And comment writing

Classifieds posting

Forum Posting

Business Listing

Social Bookmarking

Social Networking

RSS Feeds

Do's And Dont's of link building Easy link acquisition techniques Domain Authority & How to Increase

# SEARCH ENGINE ALGORITHMS

What is Search Engine's Algorithms?  
How Algorithms Works?  
Why A Search Engine needs to update its Algorithm?  
Search Engine Penalties And Recoveries.  
Why A Search Engine penalizes A Website?  
How to optimize your site for Google  
Hummingbird Algorithm?  
What is Google Panda Algorithm?  
What is Google Penguin?  
What is Google EMD Update?  
How to save your site from Google Panda,  
Penguin And EMD Update?  
How to recover your site from Panda, Penguin  
And EMDHow to optimize your site for Google  
Hummingbird Algorithm?  
What is Google Panda Algorithm?  
What is Google Penguin?  
What is Google EMD Update?  
How to save your site from Google Panda,  
Penguin And EMD Update?  
How to recover your site from Panda, Penguin And EMD



# LOCAL SEO & SEO PROJECT ESSENTIALS

- What is Local SEO?
- Google places optimization
- Classified submissions
- Citation
- NAP
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain And page Authority

# SOCIAL MEDIA MARKETING

What is Social Media?

Understanding the existing Social Media paradigms & psychology

How social media marketing is different than others

Forms of Internet marketing

Facebook marketing

Understanding Facebook marketing

Practical session 1

Creating Facebook page

Uploading contacts for invitation

Exercise on fan page wall posting

Increasing fans on fan page

How to do marketing on fan page (with examples)

Fan engagement

Important Apps to do fan page marketing

Facebook Advertising

Types of Facebook Advertising

Best practices for Facebook Advertising

Understanding Facebook best practices

Understanding edgerank And Art of engagement

Practical Session 2

Creating Facebook Advertising campaign

Targeting in Ad campaign

Payment module- CPC vs CPM vs CPA

Setting up conversion tracking

Using power editor tool for Adv.

Advanced Facebook Advertising using tools like

QWAYA

- LinkedIn Marketing
- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups
- LinkedIn Advertising & it's best practices
- Increasing ROI from LinkedIn Ads
- LinkedIn publishing
- Company pages
- Adv on linkedIn
- Display vs text
- Twitter Marketing
- Understanding Twitter
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of twitter marketing
- Advertising on Twitter
- Creating campaigns
- Types of Ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards
- Video Marketing
- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing websites
- Using youtube for business
- Developing youtube video marketing Strategy
- Bringing visitors from youtube videos to your website
- Creating Video Adgroups
- Targeting Options
- Understanding Bid Strategy



# GOOGLE ANALYTICS

- Introduction to Google Analytics
- How Google Analytics works
- Understanding Google Analytics Account structure
- Understanding Google Analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google Analytics
- Starting with Google Analytics
- How to set up Analytics Account
- How to Add Analytics code in website
- Understanding goals And conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate Adwords And Analytics Account
- Benefits of integrating Adwords & Analytics
- Measuring performance of marketing campaigns via Google Analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective Actions if required

# GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING

- Google AdWords Overview
- Understanding inorganic search results
- Introduction to Google Adwords & PPC
- Advertising
- Overview of Microsoft Adcenter (Bing & Yahoo)
- Setting up Google Adwords ACCOUNT
- Understanding Adwords ACCOUNT structure
- Campaigns, Adgroups, Ads, Keywords, etc
- Types of Advertising campaigns- Search,
- Display, Shopping & video
- Difference between search & display campaign
- Understanding Adwords Algorithm
- How does Adwords rank Ads
- Understanding Adwords Algorithm (AdRank) in
- detail with examples
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Understanding bids
- Creating Search Campaigns
- Types of Search Campaigns - Standard,
- All features, dynamic search & product listing
- Google merchant center.
- Creating our 1st search campaign
- Doing campaign level settings
- Understanding location targeting
- Different types of location targeting
- What is bidding strategy?



# GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING

- Understanding different types of bid strategy- 1 Manual 2 Auto
- Advanced level bid strategies- 1 Enhanced CPC 2 CPA
- What Are flexible bidding strategies?
- Understanding flexible bidding strategy
- Pros & Cons of different bid strategies
- Understanding Ad-extensions
- Types of Ad-extensions
- Adding Ad-extensions in our campaign
- Creating Adgroups
- Finding relevant Adgroups options using tools
- Creating Adgroups using tool
- Understanding keywords
- Finding relevant keywords
- Adding keywords in Ad-group
- Using keyword planner tool
- Understanding types of keywords
- Broad, Phrase, exact, synonym & negative
- Examples of types of keywords
- Pros And cons of diff. types of keywords
- **Creating Ads**
- Understanding Ad metrics
- Display & destination URL
- How to write A compelling Ad copy
- Best & worst examples of Ads Creating Ads
- **Tracking Performance/Conversion**
- What is conversion tracking?
- Why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- How to optimize campaigns At the time of creation?
- Optimizing campaign via Adgroups

# GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING

- Importance of CTR in optimization
  - How to increase CTR
  - Importance of quality score in optimization
  - How to increase quality score
  - Importance of negative keywords in optimization
  - Evaluating campaign stats
  - Optimizing with conversion report
  - Optimizing with keywords
  - Optimizing performing keywords
  - Optimizing non performing keywords
  - How to decrease CPC
  - Analyzing your competitors performance
- Creating Display Campaign
  - Types of display campaigns-
  - All features, Mobile App,
  - Remarketing, Engagement
  - Creating 1st display campaign
  - Difference in search & display campaign settings
  - Doing campaign level settings
  - Understanding CPM bid strategy
  - Advance settings
  - Ad-scheduling
  - Ad-delivery
  - Understanding Ads placement
  - Creating diff. Adgroups
  - Using display planner tool
  - Finding relevant websites for Ads placement
  - Creating text Ads
  - Creating banner Ads using tools
  - Uploading banner Ads
  - Optimizing Display Campaign
  - Remarketing
  - What is remarketing?
  - Setting up remarketing campaign
  - Creating Remarketing lists
  - Advanced Level list creation
  - Custom Audience

# ONLINE DISPLAY ADVERTISING

- What is Online Advertising?
- Types of Online Advertising
- **Display Advertising**
- Banner Ads
- Rich Media Ads
- Pop ups And Pop under Ads
- **Contextual Advertising**
- In Text Ads
- In Image Ads
- In video Ads
- In page Ads
- What Are Payment Modules?
- Companies that provide online Advertising solution
- Tracking & Measuring ROI of online Adv.
- Assignment on Allocating funds to various
- Different Online Advertising platforms
- Creating Banner Ads Using Tools

# EMAIL MARKETING

What is email marketing?

How email works?

Challenges faced in sending bulk emails

How to overcome these challenges?

Types of email marketing- Opt-in & bulk emailing

What is opt-in email marketing?

Setting up email marketing account

Best platforms to do opt-in email marketing

Setting up lists & web form

Creating a broadcast email

What are auto responders?

Setting up auto responders

How to do bulk emailing?

Best practices to send bulk emails

Tricks to land in inbox instead of spam folder

Top email marketing software's & a glimpse of how to use them

Improving ROI with A/B testing



# LEAD GENERATION FOR BUSINESS

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create A landing page
- Best practices to create A thank-you page
- Practical exercise-creating A landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages After A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing

# CONTENT MARKETING

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 18 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?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing

# APP STORE OPTIMIZATION

- What is App store optimization?
- Why App Store Optimization is Important
- App Stores- Google Play , iTunes App Store
- How Google Play ranking works
- Keyword Research Based on App Stores Search
- Creating Title
- Choosing Keyword
- Use of Keywordtool.io
- Choose Category
- Write Description
- Creating Visual Assets
- \* Icon, Screenshot, Social media, App Marketing Video
- \* What ASO tools you need to use in 2017
- App Analytics tools

# AFFILIATE MARKETING

- What is Affiliate marketing?
- 3 A's of Affiliate marketing
- How people make millions of dollar in Affiliate marketing?
- Affiliate marketing history
- Changes in Affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be A super Affiliate?
- Different ways to do Affiliate marketing
- Affiliate marketing secrets
- How your trainer makes money in Affiliate marketing?
- Live examples of how people are making money AS An Affiliate
- Getting your started AS An Affiliate
- Getting you Approved AS An Affiliate from India's top Affiliate Agencies
- Some of the top Affiliate network in the world
- How to get approved AS An Affiliate by world's top Affiliate company-commission
- junction [www.cj.com](http://www.cj.com)
- Trainers shares his secrets of Affiliate marketing
- Story telling- trainer shows his live example of how he is making money these
- days AS An Affiliate

# BLOGGING & FREELANCING TO MAKE MONEY

- What is Adsense?
- How to get Approved for Adsense?
- Cool trick to get Adsense Approval by Google
- Using your Adsense ACCOUNT interface
- Placing Ads on your blog
- Creating blogs with our FREE theme
- Then we will share 1 secret method Through which you will
- make money with Adsense

**Education is what remains after one has  
forgotten what one has learned in school.**

-Albert Einstein

**Sanjeev Kumar**



**+91-983993151**



**Weekend & Weekdays**



**IT Skills & Solution**