



Digital Lync

EDUCATION - INNOVATION - INCUBATION



DIGITAL MARKETING

COURSE CURRICULUM

✓ Module 1 :Module 1: Marketing Fundamentals

Understanding Marketing Process

What is Digital Marketing?

Why Digital Marketing Wins over Traditional Marketing?

Discussion: Digital Marketing Vs Traditional Marketing

What is visibility?

Types, examples of visibility

What is visitors engagement and importance of it?

Quality Traffic Vs Targeted Traffic

Converting Traffic into Leads

Inbound vs Outbound Marketing

Understanding Conversion Process and Types of Conversion

Performance Evaluation and Why it is Important?

✓ Module 2 : Content Strategy

What is content?

How to create content that calls your customers?

On page Navigation of content

Formatting of the content.

Visuals in the content

Researching and Republishing the content.

Good Content Vs Great content How to ask your-audience to read whole content?

How to market your content even when you aren't-ranking on Search Engine?

Importance of content planning, curating and updating?

Proof: Content is kind only if someone reads it.

How to increase opt-in email list with content marketing?

✓ **Module 3 : Google Webmasters & Analytics**

Why tracking is important?

Why google analytics over other analytics tools?

Types of implementation

Comparing the targeted data vs the analytics result.

Conversion Tracking and acquisitions.

Setting clear goals , custom alerts and content grouping

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

What is SEO and why industry spends\$\$\$\$\$ on it,-
-Why is it important?

Does search engine really gives FREE traffic?

What is keyword and why you should decide the-keywords before doing anything?t

Types of keywords-

-(Standard Keywords vs Business keywords)

Advance SEO Tools to research keywords and do-competitor analysis.

Pushing the generated war to Nexus

On Page optimization

Content optimization & planning

Keyword Stuffing Vs Optimining

Internal Linking and meta tags

Implementation of Google webmaster and analytics

Creation of XML sitemaps and submission to various-search engines.

Off page Optimization

Why Google ranks some pages on #1 and other in-top 100.

Backlinks and why is it important?

Easy link acquisition techniques

How google understands the quality of backlink you have.

Do's and Dont's of link building

Local SEO

Why Local SEO and Why google ranks local content -higher over standard content?
Google places optimization
Using H card and understanding rich snippets
Google algorithms and How they affect sites?
How to make algorithm proof SEO campaign that -doesn't get penalty?

Paid Digital Marketing

Module 5: Search Engine Marketing (SEM)

What is SEM? Why SEM if we have free traffic?
Understanding of Google Adwords
Google AdWords Beta version
campaign creation and execution
Pay Per Click vs Cost Per Click

Bidding strategies, Cost Optimization, Quality Score,
Module 6: Social Media Marketing (SMM)

What is Social Media?

Understanding the existing Social Media and its -psychology

Facebook marketing

Understanding Facebook marketing

✓ **Practical session A:**

Creating Facebook page

Uploading contacts for invitation

Exercise on fan page wall posting

How to do marketing on fan page and engagement.

Important apps to do fan page marketing

Facebook advertising and Types

Understanding Facebook best practices

✓ **Practical Session B:**

Creating Facebook advertising campaign

Targeting in ad campaign

CPC vs CPM vs CPA

Setting up conversion tracking

Advanced Facebook advertising using tools, power editor-and 3rd party tools.

Approaches to run marketing campaigns on Facebook,-Twitter, Linkedin, Instagram and others by ensuring-effective content is curated to reach business goals.

Proof: Time is everything on social media.

How do social media management that doesn't

✓ **Module 6: Mobile Marketing**

Why mobile marketing has priority over other devices?

Proof: Build for mobile(How making for mobile makes-everything easy)

SMS campaigns, Whatsapp campaigns, Optimizing-usage of text and graphics for

mobile campaigns, Removing unwanted list.

SMS Flooding Vs Connecting customers.

✓ **Module 7: Display Advertising**

Why one visual is enough than 10000 words.

How to approach audience to like your content.

Retargeting through social media, Google display network-and other mediums.

Complexities of Display Advertisements

Case studies and Techniques

Conversion Optimization

✓ **Module 8: Managed Email Marketing**

Why hello in an interval?

Does people really read emails or they just ignore it?

Creating and optimizing email to databases and follow-ups-with conversion tracking to suit business goals.

A very effective to reach target groups without having to-spend too much.

Email automation tools and sales funnel implementation.
How maintaining email database helps in other marketing-techniques?

✓ **Module 9: Other Conversion Optimization Methods:**

Browser Push Notifications
Onsite Promotions : Lead Capturing (Exit & Scroll Depth Popups)
Effective Re-marketing
SMS Campaigns

Brand Management

✓ **Module 10: Online Reputation Management**

ORM Methods
Influencers Management
PR
Social mentions monitoring

Add-on Module

Module 12: Affiliate Marketing

What and Why Affiliate Marketing?
Why you should and should not do affiliate marketing?
Understanding audience.
Importance of Lead Generation and Email Marketing in-Affiliate Marketing?
Affiliate marketing platforms
Niche analysis, Selection Of Products and Competitor Analysis
Do's and Don'ts. Affiliate tools and implementation.



HEADQUARTERS

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