



DIGITAL MARKETING COURSE

Duration : 3 Months

1. DIGITAL MARKETING OVERVIEW

- a. What is marketing?
 - b. What Is Digital Marketing?
 - c. Understanding Marketing Process
 - d. Why Digital marketing Wins Over Traditional Marketing ?
 - e. Understanding Digital Marketing Process
1. Increasing Visibility
 - a. What is Visibility
 - b. Types Of Visibility
 - c. Examples Of Visibility
 2. Visitors Engagement
 - What is Engagement
 - Why is it Important?
 - Examples of Engagement
 3. Bringing Targeted Traffic
 - Inbound
 - Outbound
 4. Conversion Leads
 - Types of Conversion
 - Understanding Conversion Process

5. Retention

- Why is it Important?
- Types Of Retention

6. Performance Evaluation

- Why is it Important?
- Tools Needed

2. WEBSITE PLANNING AND CREATION

a. INTRODUCTION TO WEBSITE

- Understanding Internet
- Difference Between Internet and Web
- Understanding Websites
- Understanding domain names and domain extensions
- What is Web Server and Web Hosting?
- Different Types of Server
- Different Types of Websites
 1. Based on Functionality
 2. Based On Purpose

b. WEBSITE PLANNING

- Identifying Objective of Website
- Deciding on Number of Pages Required
- Planning Of Engagement Options
- Creating Blueprint of Every Webpage
- Best and worst Examples

c. HOW TO CREATE A WEBSITE WITH WORDPRESS

- Choosing the Right Domain Name for your Website
- Choosing a Hosting Platform

- Installing Word Press within 5 minutes
- Choosing the right Free/paid Word Press theme for your Blog
- How to Setup Google Webmaster tools and Google Analytics for your blog
- 5 Premium Plugins you need for your Word Press Blog

3. SEARCH ENGINE OPTIMISATION (SEO)

a. ON PAGE OPTIMIZATION

- Keyword Research with Google Keyword Planner
- 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
 1. Description
 2. Keywords
 3. Author
 4. Country
 5. Robots
- Redirection Tags
- Heading Tags (H1 to H6)
- What is Content Writing?
- SEO Friendly Content Writing (Inserting Keywords in content)
- Anchor Text, Link Title
- Robots.Text file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- ROR text sitemap
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)
- What is Alexa?
- Alexa Integration
- Basics
 1. What are Search Engine Algorithms?

2. How Algorithms Work?
3. Why a Search Engine needs to update its Algorithms?
4. Search Engine Penalties and Recoveries
5. Why a Search Engine penalizes a Website?

b. 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

c. LOCAL SEO

- Basics
 1. What are Search Engine Algorithms?
 2. How Algorithms Work?
 3. Why a Search Engine needs to update its Algorithms?
 4. Search Engine Penalties and Recoveries
 5. Why a Search Engine penalizes a Website?
- Advanced
 1. How to optimize your site for Google

- Hummingbird Algorithm?
2. What is Google Panda Algorithm?
 3. What is Penguin Algorithm?
 4. What is Google EMD update?
 5. How to save your site from Google Panda, penguin and EMD Update?
 6. How to recover your site from Panda, Penguin and EMD?

4. SEARCH ENGINE MARKETING (SEM)

a. SEM OVERVIEW

- Understanding Google Search
- Rule based Personalization of Marketing at Internet Scale
- Overview of Google Ad words, Microsoft Ad center and Yahoo Search Marketing

b. STRATEGIZING PPC CAMPAIGNS

- Setting Objectives , Goals and Expectations
- Actionable metrics for performance measurements
- Formulating account structure
- Effective segmentation of keywords
- Usage of multiple Match types
- Non overlapping Ad groups
- Compelling ads that increase Click through rates (CTR) at lower costs
- Understanding, Analyzing and Improving – Relevance and Quality Score
- Improve Conversion Rates, Targeted ads and relevant landing pages
- Ad Preview tool

- Best Practices like using features such as reviews +1 button etc.

c. PAY PER CLICK AND OVERVIEW

- PPC Definition and how it functions
- Important Terms – Quality Score, Conversion Rate etc.
- Quality Score Overview, Understanding

d. MARKET ANALYSIS

- Understanding Industry Key Drivers
- Competitive Analysis
- Organisational Positioning
- Targeting
- Overview of the tools
- Understanding advance functionality

e. EFFECTIVE LANDING PAGES

- Importance of UI /UX design
- Call to Action

f. DECIPHER USER TECHNOLOGY

- Understand and connect with the user
- Benefit from search behavior of prospective customer

g. SEM MANAGEMENT (OTHER OPPORTUNITIES)

- Remarketing
- Mobile Advertising
- Display and Video Formats

- Optimize the display network campaigns
- Track and Measure view through conversions
- Overview of the tools
- Understanding advance functionality

h. BID MANAGEMENT PLAN

- Understanding bidding strategy
- Manual Vs Automated bid Management

i. PERFORMANCE TRACKING

- Set Campaign Objectives and Goals
- Define Performance Metrics
- Monitor PPC activity with Google Analytics

j. REPORTING AND ANALYSIS

- Set Campaigns Objectives and Goals
- Define Performance Metrics
- Monitor PPC activity with Google Analytics

h. TESTING

- Multivariate Testing
- A/B split Testing

5. SOCIAL MEDIA MARKETING (SMM)

a. WHY CARE ABOUT SOCIAL MEDIA?

- Orientation To Digital Marketing and Social Media
- Latest Stats and Trends about Social Media (Global and Indian)
- Relevant Social Media Success Stories (Global & Indian)

b. DEMYSTIFYING COMMUNITY BUILDING ON FACEBOOK

- Orientation to Facebook Brand Pages
- Edgerank Algorithm: Why Engagement is key to success on Facebook?
- How to create Facebook Marketing Strategy?
- Facebook Applications for Fan Growth and Engagement
- How to create Brand Ambassadors on Facebook?
- Leveraging Facebook Insights for Success
- Relevant Facebook Marketing Success Stories (Global and Indian)

c. CREATING TWITTER MARKETING STRATEGY

- Twitter Strategy Framework : From Objectives to ROI
- Exercise: Creating Twitter Marketing Strategy

d. CREATING FACEBOOK MARKETING STRATEGY

- From Objectives to ROI
- Competitive Research
- Strategy Presentation by Participants
- Exercise : Participants to create Facebook Marketing Strategy For their organizations
- Types of Facebook Ads
- Facebook Ads. Vs Google Adwords
- Significance of CTR (Click Through Rate)
- Optimizing Ad Copy and Targeting
- Exercise : Participants to Launch and Promote Live Facebook Communities

e. TWITTER: THE JEWEL IN THE SOCIAL MEDIA CROWN

- Twitter in Plain English
- Twitter for PR , Brand Building, Customer Engagement and Thought Leadership
- Leveraging Lists, Hash tags, and Trends
- Tools to Listen and Measure Influence on Twitter : TweetDeck , Klout and PeerIndex

f. LEVERAGING LINKEDIN FOR B2B LEAD GENERATION

- LinkedIn in Plain English
- Lead Generation through Individual Profiles
- Lead Generation as Enterprise : Company Page, Ads, Developer API, Groups
- Exercise : Profile Makeover, Answers ,Groups, Status Updates, Recommendations

g. MEASURING ROI OF SOCIAL MEDIA

- Guidelines for Measurement on Social Media
- Importance of Qualitative Feedback
- Framework for ROI Measurement
- Creating ROI Metrics Dashboard
- Tools to Measure ROI

h. DISCUSSION ON OTHER SOCIAL MEDIA CHANNELS

- Opportunity of other Social Media Channels (e.g Slide Share, Pinterest, Google+)
- Open discussion on approach to leverage them

i. PLANNING AND CREATING MULTI – CHANNEL SOCIAL MEDIA STRATEGY

- How to choose relevant Social Media Channels?
- Creating multi – channel Social Media Strategy

- Resource Planning: In – house vs. Outsource, Key Competencies, and Tools etc.

6. EMAIL MARKETING

a. DELIVERABILITY

- Setting up an Email Marketing Machine
- ISPs
- Hosting Facility
- MTA
- IP/DNS
- Shared vs. Dedicated IPS
- MX Record
- Whitelisting
- Response Handlers
- Bounces

b. EFFECTIVE EMAIL CONTENT

- Conversation
- Relevance
- Incentives
- Timing
- Creative and Copy
- Attributes

c. EFFECTIVE CRABS

- Introducing : CRABS
- Do your emails have crabs?
- Email Template Model
- Best Practices

- NLP Demonstrations (Neuro linguistic programming) to understand customers better.

d. CUSTOMER ACQUISITION STRATEGIES

- Rented List Emails
- Co-branded Emails
- Third Party Email Newsletters
- Viral Emails
- Event Triggered Emails
- House E- Newsletters

e. NURTURING AND AUTOMATION

- Tools to Enhance Lead Nurturing
- Enhance Better Reach
- Analyze Behavior Patterns
- Analytics
- Automation and more

f. RESOURCES TO DO SITUATIONAL ANALYSIS PROGRESSIVE UPDATES

- Customer Personal Tool Kit
- Complete Email Marketing Worksheet
- Content Editorial Calendar
- Digital Marketing Strategy Toolkit
- Email Contact Strategy Template
- Email Campaign Calculator
- Email Marketing Health Check
- Structuring Digital Marketing Team
- Web Resources to Improve Subject Lines, HTML Codes, Spam Testers and Deliverability Issues.

7. INBOUND MARKETING

a. ATTRACTING YOUR POTENTIAL CUSTOMERS INTO CONVERSION FUNNEL

- Various Ways to Build Reach Through Digital Marketing
- What are Engagement Magnets?
- How to Identify Right Set of Engagement Magnets for your Business?
- Effectiveness of Various Engagement Magnet
- Digital Reach Building Strategy through Inbound Interest Generation

b. LANDING PAGE

- Conversion oriented Landing Page Design
- Investment in Landing Page
- Is it for me?
- What is it?
- Critical Concerns to Address on Landing Page
- What's the next step

c. CONVERSION OPTIMIZATION PATTERNS FOR ENGAGING WEBISTE VISITORS

- Patterns for Engaging Website Visitors
- Pattern #1 –Pop Ups
- Pattern # 2 – Pop Under Call to Action
- Pattern # 3 – Inside Article CTA

d. CONVERTING YOUR PROSPECTS INTO LEADS USING EMAILS

- What is Audience Aggregation?
- Benefits of Audience Aggregation?
- How to do Audience Aggregation Through Emails

e. CONVERSION OPTIMIZATION

- Role of Conversion
- Understanding Customer Psyche
- Conversion Optimization User Flow and Persuasion
- Online Persuasion
- True meaning of Landing Page
- User Flow and Online Persuasion

f. LIFE CYCLE EMAILS

- Life Cycle Emails: What and Why?
- Lead Nurturing With Drip Email Marketing: How?

8. WEB ANALYTICS

a. INTRODUCTION

- What's Analysis?
- Is Analysis worth the effort?
 - Small businesses
 - Medium and Large Scale businesses
- Analysis vs Intuition
- Introduction to Web Analytics

b. CONTENT PERFORMANCE ANALYSIS

- Pages and Landing Pages
- Event Tracking and Ad Sense
- Site Search

c. GOALS AND ECOMMERCE TRACKING

- Setting up Goals
- Goal Reports
- Ecommerce Tracking

d. SOCIAL MEDIA ANALYTICS

- Facebook Insights
- Twitter Analytics
- YouTube Analytics
- Social Ad Analytics/ROI Measurement

e. VISITORS ANALYSIS

- Unique Visitors
- Geographic and Language Information
- Technical Reports
- Benchmarking

f. ACTIONABLE INSIGHTS AND THE BIG PICTURE

- Recap of Google Analytics Reports and Tools
- Finding Actionable Insights
- Getting the Organization Involved
- Resources
- Common Mistakes Analysts Make
- Additional Web Analytical Tools

g. SOCIAL CRM AND ANALYSIS

- Radian6
- Sentiment Analysis
- Workflow Analysis
- Text Analytics

9. HOW TO CREATE UNFAIR EXPONENTIALLY GROW ONLINE BUSINESS

- Why Growth is more than Marketing

- The route to multi –billion \$ for products like Facebook, LinkedIn, AirBnb, DropBox, Ever note
- Customer Lifecycle and Acquisition
- Growth Framework
- Exercises and Workbook to Implement in your Business

10. INTEGRATED DIGITAL MARKETING STRATEGY

a. CREATING A DIGITAL MARKETING STRATEGY

- Concepts – Conversions Funnel, The McKinsey Consumer Decision Journey, Paid Owned Earned Media
- Elements of a good Marketing Strategy rolling into Digital Marketing Strategy
- Defining Objectives and Creating a Media Mix

11. EXECUTING THE STRATEGY

- Skill Sets and Tools Needed
- In- house vs Outsourcing
- Support Systems Available – a look at Different kinds of agencies
- Agency Structures – an inside look at various kinds of agencies.

CASE STUDIES: PUTTING TOGETHER A DIGITAL MEDIA STRATEGY

12. HOW TO SELL DIGITAL MARKETING SERVICES

- Assessing Brand's Necessity to Utilize Digital Marketing Services
- Assessing how the Brand is Currently Reaching Out to Customers?

- Generating Custom Reports and Automated Reports
- Evaluating Other Digital Marketing Services Providers
- Creating Customized Presentations and Proposal
- Setting Expectations and Metrics to Track Performance

13. BLOGGING FOR BEGINNERS

- Setting up a Blog Content Strategy
 1. Main Components of a Blog, Popular Platforms
Signing up on Word Press
 2. Getting Started :Profile, Template, Features and key Blogging Terms
 3. How to write a Good Blog Post

14. SUPER BLOGGING

- Take your Blog to the next level and professionalize it.
- Blog Content Strategy
- Using Content for Conversations and Communities
- Managing Multimedia and Multi – Platform Blogging
- Understanding Professional Blogging

15. DISPLAY ADVERTISING

- Prepare you to appear for the Display Advanced Module of Google Adwords Certification Exam
- Give you a Practical and Working Knowledge of How to Advertise on the Display Network Using Google Adwords.
- Understand Multiple ad Formats, Targeting Criteria and including Remarketing.
- Learn to Advertise video on YouTube using Adwords
- Learn to Advertise on the Display network using the Mobile Platform

16. SHOPPING ADVERTISING

- What are Google Shopping Ads/ Product Listing Ads?
Where do they appear on Google?
- What Shoppers on the internet do?
- What Retailers Need? – New Advertising Technologies
- Google Shopping set Retailers up for Success
- Features of Google Shopping
- Why PLA's ? and path to create PLA Ads
- Merchant Centre Steps
- Create Shopping Campaign On Google Adwords
- Track Performance and Optimize the Campaigns

17. E-TAIL (ONLINE LISTING)/WEBSITE VS MARKET PLACE

- Learn how the billion dollar industry of Online Market is shaping up. How do we be a part of the new age e-tail?
- The pros and cons of listing online /market place model and brands own website
- Understanding the various Models that Exist
- Market Place vs Own Website
- Website vs APP
- Practical Panel for Listing Experience
- Rates for Listing
- Clear Understanding of the Model

18. MOBILE APPKETING 101

- How App Distribution Works?
- Key Services to Integrate into Your app to maximize Marketing
- App Store Optimization
- Leveraging paid Media to boost Downloads
- Choosing the right cost model (CPM/CPC/CPI/CPA)

- Tracking User Quality Beyond the Install
- Retargeting App Users to Engage & Retain
- Demystifying Jargons such as Native Ads, Deep linking, Install Tracking etc.

19. PREPARE YOURSELF FOR CAREER OPPUTUNITIES

- Opportunities in Digital Marketing –Profiles and Industry Requirements
- Understanding the Requirements of Right Digital Marketing Skill – Set
- Equipping Yourself with must have Industry Updates
- Presenting Yourself: Cover Letter, Resume Writing and Social Media Presence
- How to Approach and Employer

20. LEARN AND PREPARE FOR VIDEO ADVERTISING EXAMINATION

- How Video ads on YouTube and Google Display Network can help your clients or your business to meet the advertising goals.
- Adwords for video campaign creation and management.
- Video Ad Formats in Adwords for Video
- How to Measure Ad Performance and Optimize Campaigns
- Details About Google Video Advertising Exam and Certificate

21. GOOGLE ANALYTICS IQ

a. DIGITAL ANALYTICS FUNDAMENTALS

- Fundamentals
- Webmasters
- Adwords Reports, Custom Reports and Dashboards
- Segmentation
- Multi – Channel Funnels Reports
- Attribution Modeling and Reports

b. PLATFORM PRINCIPLES

- The Platform Components
- The Data Model
- Measurement Protocol Data Collection
- Importing Data into Google Analytics
- Reporting APIs
- Report Sampling

22.AFFILIATE MARKETING

- Introduction to Affiliate Marketing
- Models to Affiliate Marketing
- How to generate and Convert Leads
- Guide to Success