



Training | Consulting | Development | Outsourcing



## Digital Marketing

 9032803832

 9032803832

 [contact@techyedz.com](mailto:contact@techyedz.com)

 [www.techyedz.com](http://www.techyedz.com)

# Digital Marketing Certification Training

## **Course Overview:**

This Digital Marketing course will transform you into a complete digital marketer with expertise in the top eight digital marketing domains — search engine optimization, social media, pay-per-click, conversion optimization, digital analytics, content, mobile, and email marketing. Fast-track your career in digital marketing today with practical training you can apply on the job.

Here are the key reasons for which people take our Digital Marketing Course:

- ❖ **Marketing Professionals:** Upskilling
- ❖ **Professionals in Other Roles:** Upskilling, Career Shift, Freelancing
- ❖ **Business Owners & Entrepreneurs:** Promote Business, Manage Agency
- ❖ **Digital Marketing Professionals:** Career Growth
- ❖ **Students & Freshers:** Job, Freelancing

## **Course Outline:**

### 1- SEO

#### **On-Page & Off-Page SEO Practices**

- Learn use of HTML, URL, Title, Meta Tags, H1, & Images
- Understand concepts of Crawling of XML & HTML Sitemaps
- Know Robots.txt, Anchor text, & role of Linking
- Go through off-page SEO Tips & Tricks

#### **Learn SEO Via Best SEO Tools**

- Practice SEO with Google Search Console, Google Analytics setup and Bing Webmaster SEO Tools
- Understand the working of Keyword Planner tool and learn how to map keyword to Web pages
- Learn SEO Tools to do effective Competition Analysis

### **Learn SEO Relevant Website Design Practices**

- Know how to make your website SEO friendly
- Understand Mobile responsive design & Importance of HTTPs
- Delve into specifications of Site schema & Technical Website Optimization
- Know the role of URL Architecture and do Page Speed Analysis
- Find out concepts related to Broken links, 301 redirects, Canonicalization, & Custom 404 Error pages

### **Understand Best Link-Building Practices**

- Learn what is Link building & Content marketing basics
- Know what Directory submissions, Local listings, and Niche backlinking are
- Understand Social bookmarking, Press Release, Blog & Article Optimization
- Find out SEO driven SoLoMo (Social, Local, Mobile) Strategies
- Uncover Social Media Backlinking, ORM & Influencer Outreach
- Delve into Local Seo & Mobile SEO practices

### **SEO Site Audit & Algorithm Update**

- Learn On-page & Off-page SEO Audit Plans
- Delve into SEO audit tools like Screaming Frog, SEOprofiler, Moz, & domain tools
- Go through different Google SEO Algorithm Updates like Panda, Penguin, Hummingbird

### **SEO Analytics**

- Understand SEO Tracking and Related Metrics
- Know how to Google Analytics Custom Reports & create your SEO dashboard

## **2- Social Media Marketing**

### **SMM History & Social Media Importance**

- Understand the evolution of Social Media Channels
- Go through relevant Social Media Stats and Trends (in India & Abroad)
- Understand Social Media Marketing via Social Media Success Stories
- Know key Idiosyncrasies of all Social Media Channels
- Learn how to choose relevant Social Channel for your Business
- Understand what is multi-channel Social Media Marketing

## **Understand Community Building & Develop Facebook Marketing Strategies**

- Know what is community building on Facebook and how to create the right Facebook Brand Pages
- Go through EdgeRank Algorithm to understand how successful marketers engage their audiences on Fb
- Create Facebook Pages and Implement Facebook Marketing Strategies
- Understand Facebook Marketing to ensure an increase in followers, fans, and engagements
- Go through Important Facebook Insights and Success Stories
- Implement Facebook Marketing Strategies from Goals to Revenues
- Understand Competitive Research on Facebook

## **Understand Facebook Ads**

- Go through different types of Facebook Ads
- Do a Comparative analysis of Facebook Ads & Google AdWords
- Know the role of CTR in Facebook
- Understand how to create an Ad Copy in Facebook Advertising
- Optimize your Ad Copy and do result-oriented Targeting

## **Understand Twitter Marketing & Types Of Twitter Ads**

- Understand the basics of Twitter Marketing
- Know what is Hashtag, how to create Twitter Trends
- Understand how to do Brand Building, PR, and Customer Engagement on Twitter
- Go through Twitter Marketing Tools
- Create a Twitter Marketing Strategy
- Know different kinds of Twitter Marketing Campaigns
- Learn what is Promoted Tweets, Promoted Accounts and Promoted Trends on Twitter
- Go through Different Types of Twitter Ads

## **Understand LinkedIn Marketing In B2B Businesses**

- Understand LinkedIn basics and how to do lead generation on LinkedIn
- Know how to create LinkedIn Company Page, Groups, and Developer API
- Go through different LinkedIn Ads and understand how to run them to generate leads
- Delve into LinkedIn for HRs, Job-Seekers and Businesses Programs

### **Learn YouTube Marketing**

- Delve into the basics of YouTube Marketing
- Understand the best YouTube Marketing Practices & Tools
- Know YouTube Ads and understand their dynamics
- Go through case studies of viral national and international YouTube Campaigns
- Learn key Idiosyncrasies of Successful Video Marketing

### **Understand Pinterest, Instagram, Snapchat & Other Social Media Marketing**

- Learn Pinterest Marketing, Ads, and Best Practices
- Implement Pinterest for Business
- Understand Instagram Basics, Ads, Tools and Practices
- Delve into Snapchat Advertising
- Understand how to use Google+, SlideShare
- Know how Social Channels generate ROI for businesses

### **Social Media Marketing Analytics**

- Learn how to do Measurement on Social Media
- Go through the Framework for ROI Measurement
- Understand how to create an ROI Metrics Dashboard for SMM
- Find out different Social Media Marketing Tools to Measure ROI

## **3- Email Marketing**

### **Email Marketing Basics & Evolution**

- What is Email Marketing
- Email Marketing Case Studies
- How Email Marketing Works
- Components of Email Marketing

### **Email Marketing – Mailing List & Organizing The Mailing List**

- What is the Mailing List?
- Types of Mailing List
- The formula for Growing Email List
- Strategies to Grow Email List

- Formatting Emails, Opt-in, and Opt-Out

## **HTML & Text Emails**

- What is HTML Email
- Plain Text Email
- How to use HTML and Text Emails

## **Newsletters Announcements & Event Invitation**

- How to use Newsletter in Email Marketing
- Role of Announcements Emails
- Importance of Event Invitation Emails
- Case studies of different types of Emails

## **Content & Landing Pages**

- Email Copywriting
- How to Write Subject Lines?
- Making Email Content Relevant and adding a CTA in your email
- How to Send Personalized Emails
- Role of Landing Pages in Email Marketing
- The ideal landing pages case studies

## **Email Marketing Spam Compliance & How To Avoid Spamming?**

- CAN Spamming
- How to Check Spam Compliance of your Emails
- Spam Testing
- Practices to avoid being spammed

## **Avoid Being Blacklisted In Email Marketing**

- Single Opt-in Practices
- Double Opt-in Practices
- Role of opt-out, Subject line, Content, Sender's address, etc.
- How to check if you are blacklisted

## **Service Providers, Automation & Metrics**

- Comparison of Email Marketing Services Providers

- Role of Scheduling and automation in Email Marketing
- Tracking in Email Marketing
- Segmentation in Email Marketing
- Analytics in Email Marketing

#### **Follow UPS, Tools & Email Marketing – Tips**

- Role of Follow-Ups in Email Marketing
- Top Email Marketing Tools
- Best Email Marketing Tips

## **4- Content Marketing**

### **Overview**

- History of Content Marketing
- Content Marketing Basics and overview
- Know your Content Marketing Goals and Prerequisites
- How Content benefits Business multifold Revenues
- Content Marketing Careers

### **Content Creation & Targeting Customers**

- Define your Content Creation Goals
- Know your customers and collect information about them
- Create Personas for your Customers
- Know tools to help Content Creation, Editorial Calendars, Ideation and research, Format
- Understand the different types of Content- Blogs, Lifecycle Emails, E-Newsletters, Brochures, Whitepapers, E-Books, Digital Magazine

### **Know What Blogging Is**

- What is Blog
- How Blogging Works
- What are the benefits of Maintaining a Blog
- Understand the interrelation between Blogging & SEO
- Know how to make money via Blogging



## **Make Your Content Strategy**

- Know the difference between Content Marketing & Content Strategy
- Define Audience for your Content Strategy
- Understand how to do Content Audit
- Know how to Organize and Tag Your Content
- What is the Success Metrics you should include in Content
- How to align your Content Style with Brand's Personality
- Know how to Document your Content Strategy

## **Content Promotion, Analysis, & Reporting**

- How to Build an Audience
- Learn Influencer, Email and Comment Marketing
- What is Guest Posting
- Use of PR, Social Media, and Paid Promotion
- Know the Core Metrics to Analyze Content Strategy
- Delve into Pageviews, Bounce Rate, Engagement metrics, Social metrics

# **5- Search Engine Marketing**

## **PPC Introduction**

- Evolution and History of PPC
- Search Engine Advertising and PPC Ads
- The workflow of PPC Ads and General Formula for calculating PPC
- Properties of a Compelling PPC Ad and Advantages of PPC

## **Understand the Complete PPC Glossary**

- Ad Group
- Call-To-Action (CTA)
- Ad Position
- Campaign
- Ad Network
- Click-Through-Rate (CTR)
- Conversion
- Ad Rank
- Conversion Rate



- Cost Per Action or Cost Per Acquisition (CPA)
- Destination URL
- Display URL
- Cost Per Click (CPC)
- Geo-targeting
- Cost Per Mille (CPM)
- Impression
- Keyword
- Landing Page
- Negative Keywords
- PPC Bid
- Prospect
- Quality Score
- Search Engine Result Page (SERP)
- Split Testing

### **Ads On Google**

- Know how to create Google AdWords Account
- Go through steps involved in creating a PPC Campaign in Google AdWords

### **Keyword List In PPC**

- Categorizing the Keywords
- User Phrases
- Product-Complementary Phrases
- Competitor Phrases
- Keyword Match Types
- Product Phrases
- Building a Keyword List
- Brand Phrases
- Keyword Research Tools
- Negative Keywords

### **Parts Of PPC Ad**

- Steps involved in Creating a PPC Ad
- How to do Market and Audience Research, Keyword Research
- Understand how to build Pay-Per-Click Ad, PPC Landing Pages
- Know how to Track, Measure, and Report in PPC

- How to Optimize the Ad
- Know the Elements of a PPC Ad
- How to create a PPC Ad Using Google AdWords

### **PPC Landing Pages**

- Know the role of PPC Landing Pages
- Go through Types of Landing Pages
- Know the Elements of an Effective Landing Page
- Features of Creating a Well-Formatted and Informative Landing Page
- Know how to test the landing page

### **Bidding In PPC**

- Know what is PPC Bidding
- Go through the Factors that Affect Bidding
- Know What to Bid For and how much to Bid
- Go through best Bid Management Solutions
- Know how to make PPC Pricing Strategies

### **Yahoo & Bing Search Marketing**

- Know how Microsoft Ad Center manages Yahoo and Bing Advertising
- Creating an Ad and Bidding in Microsoft Ad Center
- Know the Structure of an Ad Account in Yahoo and Bing Advertising
- How Yahoo/Bing Ads Editor Works
- Go through the steps involved in Budget and Billing

### **Measuring Results**

- Learn all the important Metrics in PPC
- Go through %Served, Average Cost per Click (CPC), and Average Position
- Understand Bounce Rate, Clicks, Click-Through-Rate (CTR), Conversions and Impression Share
- Delve into Impressions, Quality Score, and ROI

## **6- Web Analytics**

## **Analytics Introduction**

- History and Evolution of Web Analytics
- Learn how Google Analytics works
- Understand effective Audience Analysis and Acquisition Analysis
- Know the role of Behaviour Analysis and Conversion Analysis in Google Analytics

## **Web Analytics Dashboard**

- SEO dashboard
- Content dashboard
- Website performance dashboard
- Real-time overview dashboard
- E-commerce dashboard
- Social Media Dashboard
- PPC dashboard
- Metrics of Each Dashboard

## **Google Analytics**

- Go through the Basic Metrics and Main Sections of Google Analytics reports
- Delve into traffic sources, Direct, Referring, and Search traffic
- Find out how to integrate Google Analytics with AdWords and AdSense
- Understand Benchmarking, Bounce Rate, Click, and Conversion
- Examine Direct Traffic, Filter, Funnels, Goal and Goal Conversion Rate
- Learn the role of Impression, Keywords, Landing Page, and New Visitor
- Understand Organic Traffic, Paid Traffic, Page View, and Returning Visitor
- Know the role of Time on Site, Tracking Code, Traffic and Traffic Sources

## **Analytics Tools**

- Understand the working of Optimizely
- Know how Kissmetrics Works
- Understand how Crazy Egg Functions

## **Key Metrics In Google Analytics**

- Know what to measure in Google Analytics
- Go through Pageviews, Bounce Rate, and Pages per session
- Know Demographic info, Organic traffic, Social traffic, Referral traffic

- Understand the role of Direct traffic, Source/Medium, and Landing Pages

### **Segmentation In Google Analytics**

- Know what is Data Segmentation
- Understand how to do analysis using Segmentation

### **Web Analytics Conversions**

- Know what is Conversion in analytics
- Go through different types of goals
- Destination Goal, Duration Goal, Event Goals, and Pages/Session Goal
- Know the role of funnels in Google Analytics
- Understand how Multi-Channel Funnel Works

### **Other Kinds Of Analytics**

- Role of Social Media Analytics
- Importance of E-commerce Analytics
- Role of Mobile Analytics



#### **Prerequisites:**

- Bachelor's or Equivalent Degree
- Basic understanding of business and marketing Basic Internet and Microsoft Office skills.



#### **Who Can attend:**

Anyone who is looking to further his or her career in digital marketing should take this digital marketing course, especially those seeking leadership positions

- Marketing Managers
- Digital Marketing Specialists
- Marketing or Sales Professionals
- Management, Engineering, Business, or Communication Graduates
- Entrepreneurs or Business Owners
- Marketing Consultant



#### **Number of Hours: 70hrs**



#### **Key Features:**

- One to One Training
- Online Training
- Fastrack & Normal Track
- Resume Modification
- Mock Interviews
- Video Tutorials
- Materials
- Real Time Projects
- Virtual Live Experience
- Preparing for Certification

TechyEdz Solutions