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# INBOUND MARKETING
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# 2017

NB DIGITAL TECHNOLOGIES

Your Growth Partner

# WHY LEARN DIGITAL MARKETING AND CHOSE IT AS A CARRER OPTION

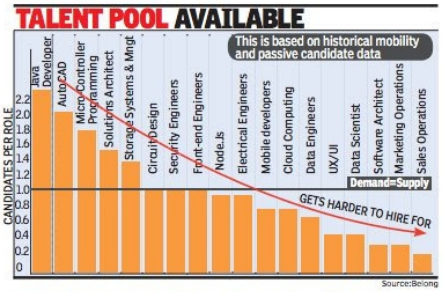
## Demand exceeds supply for jobs in digital marketing, AI

### Compensations Are Higher Where Skills Are In Short Supply

▶Continued from page 1

Job positions in AI (artificial intelligence), machine learning, robotics, digital marketing, and social media are other positions where demand exceeds supply. Lakshmikanth attributes the gap to the nascency of these roles. "Some of these roles started emerging less than two years ago," he says.

Most colleges have not added these newer courses into their curriculum, so the gap is filled currently only by certification courses by independent platforms. "Many colleges teach only Java as a programming language, so you would find many folks in that area. As for the rest of the skills, they have to pick up on their own and not many will do that. The supply problem starts there," says HackerRank's Karunanidhi. However, he adds that a few colleges like NSIT (Netaji Subhas Institute of Technology), and IIIT- Hyderabad have started including AI and machine learning in their courses.




The compensations, too, tend to be higher where skills are in short supply. "All these jobs fetch a premium of 25-35% over what a regular software developer earns," says Ronesh Puri, MD of search firm Executive Access.

Vinod Sreedharan, an HR consultant, says the salary would be almost 1.5 times that of a regular engineer. "For each year of experience, the compensation for these roles would see an increase of Rs 2.5 lakh to Rs 2.75 lakh," he says.

The shortage is persuading companies to hire freshers with 40% of the actual required skill and then train them along with the job. "Many companies invest in training freshers," says Sreedharan. Existing employees are made to go through compulsory bootcamps and are expected to pass the courses.

In many cases, engineers who undergo training are expected to get a project within six months. "If they don't, it usually leads to termination of the job," says Head Hunters' Lakshmikanth.

Vijay Sharma, co-founder of Belong, says a lot of MNCs enter India to set up global in-house centres, and they usually have a target for hiring. "But often they have no idea about the supply of talent and many such targets are not fulfilled," he says, explaining why he created the talent supply index. He also says that for hiring the newer kinds of talent that is in short supply, companies have to actively sell themselves to good candidates.

THIS RECENT NEWS IN TIMES OF INDIA TOI WITH YOU ABOUT CAREER OPPORTUNITIES IN DIGITAL MARKETING.

THE ARTICLE STATES THAT JOB POSITIONS FOR EMERGING SKILLS SUCH AS DATA SCIENCE, DIGITAL MARKETING, ARTIFICIAL INTELLIGENCE, SOCIAL MEDIA ARE THE MOST DIFFICULT TO FILL FOR COMPANIES.

MOST COLLEGES HAVE NOT ADDED THESE NEWER COURSES TO THEIR CURRICULUM. THIS GAP IS CURRENTLY BEING FILLED BY CERTIFICATION COURSES SUCH AS CDMM FROM DIGITAL VIDYA. NO WONDER, THESE JOB POSITIONS FETCH 25-30 PREMIUM IN SALARIES.

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blueprint

Google Analytics

Google AdWords

udemy

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# SEO - THE COMPLETE GUIDE

## WHAT YOU WILL LEARN?

- Learn How To Do Keyword Research
- Link Building
- Wordpress SEO
- Rank a Website High In Google Search Listings
- Do SEO work for other businesses
- Become an Expert In SEO

## Introduction To SEO

WHAT IS SEO (SEARCH ENGINE OPTIMIZATION)

WHAT IS GOOGLE PAGERANK AND WHY IS IT IMPORTANT?

HOW TO CHECK THE PAGERANK OF A WEBPAGE

## How To Do Keyword Research

WHAT ARE KEYWORDS?

HOW TO FIND THE BEST NICHE FOR YOUR WEBSITE

HOW TO PICK A MAIN KEYWORD THAT WILL GET YOUR WEBSITE RANKED IN GOOGLE

HOW TO FIND EFFECTIVE KEYWORDS FOR OUR POSTS AND PAGES

## How To SEO Optimize Wordpress

HOW TO PICK A SOLID DOMAIN NAME THAT WILL RANK YOUR KEYWORD IN GOOGLE

WHAT ARE EXACT MATCH DOMAINS? EMD'S

THE BEST WAY TO BUILD YOUR WEBSITE ONLINE

LEARN HOW TO CREATE A WEBSITE WITH WORDPRESS

## On-Page Seo Techniques

WHAT IS ON-PAGE SEO?

HOW TO WRITE TITLE'S THAT WILL RANK OUR PAGES

HOW MANY TIMES SHOULD OUR MAIN KEYWORD APPEAR ON OUR PAGE?

HOW TO OPTIMIZE OUR POST DESCRIPTIONS

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## Wordpress SEO Plugins We Need To Install

WORDPRESS PLUGINS FOR SEO

WORDPRESS YOAST SEO PLUGIN

## Using Social Media To Help Your Link Building Campaign

WHY WE NEED SOCIAL LINKS

USING HOOTSUITE & OTHER APPLICATIONS TO HELP SHARE OUR CONTENT ON OUR SOCIAL PLATFORMS

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# SEO DRIVEN CONTENT MARKETING FOR ENTREPRENEURS STARTUPS

## WHAT YOU WILL LEARN?

- Build a 60 day SEO driven content marketing strategy
- Execute on their 60 day SEO driven content marketing strategy
- Outsource and scale their 60 day SEO driven content marketing strategy
- Promote content to drive BUYER traffic

## The Intro

INTRODUCTION

## Content Marketing Basics

WHAT, WHY & WHEN OF CONTENT MARKETING

## Crafting A Content Marketing Strategy

DEFINING YOUR TARGET PROFILE, OBJECTIVES GOALS

DOING YOUR RESEARCH

CRAFTING YOUR 60 DAY CONTENT MARKETING STRATEGY

## Creating And Outsourcing Content

WHAT YOU NEED TO KNOW ABOUT CREATING CONTENT

THE CONTENT CREATION PROCESS

OUTSOURCING CONTENT

HOW TO CREATE AWESOME CONTENT RAPIDLY

## Promoting Your Content To Generate Traffic

RESEARCHING DEFINING PROMOTION CHANNELS

REPURPOSING CONTENT

6 KEY CONTENT PROMOTION STRATEGIES I RECOMMEND

## Capturing Leads Effectively That Can Be Turned Into Customers

LEAD CAPTURE 101

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# WORDPRESS FOR BEGINNER

## WHAT YOU WILL LEARN?

Navigate around the Wordpress dashboard, know what everything does and how to use it.

Create pages and posts, and most importantly, know the difference between the two.

Correctly use post categories and tags, and understand why these can cause you problems at the search engines if used incorrectly.

Understand plugins & themes and how to find/install them

## Introduction

INTRODUCING WORDPRESS

## Installing Wordpress

LOCAL INSTALL V WEB HOST

HOW TO INSTALL WORDPRESS ON YOUR OWN COMPUTER

INSTALLING WORDPRESS ON A WEB HOST

## A first look around Wordpress

THE WORDPRESS DASHBOARD

CLEARING OUT WORDPRESS PRE-INSTALLED CONTENT

LET'S TAKE A LOOK AT THE WYSIWYG EDITOR.

THE WYSIWYG EDITOR

THE MEDIA LIBRARY

## Website Content with Posts & Pages

CREATING A POST OR A PAGE

WORDPRESS POSTS V WORDPRESS PAGES

WHEN YOU USE A POST, AND WHEN TO USE A PAGE

POST CATEGORIES

WORDPRESS TAGS

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## Wordpress Settings

SETTING UP A GRAVATAR

AUTHOR PROFILE

UPDATE SERVICES

READING SETTINGS

DISCUSSION SETTINGS

PERMALINKS

PLUGINS

INSTALLING PREMIUM PLUGINS

ADDING A SITEMAP

WORDPRESS WIDGETS

WORDPRESS THEMES

## Wordpress Security

INTRODUCTION TO WORDPRESS SECURITY

WORDFENCE

STOP SPAMMERS

HOW TO CHANGE YOUR WORDPRESS USERNAME ADVANCED

## Website Navigation

CUSTOM MENUS

CUSTOM MENUS MINOR UPDATE

TOP MENU NAVIGATION

SIDEBAR NAVIGATION

FOOTER NAVIGATION

RELATED POST NAVIGATION

INTERNAL SITE LINKING

SOCIAL SHARING

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## Website Content with Posts & Pages

- CREATING A POST OR A PAGE
- WORDPRESS POSTS V WORDPRESS PAGES
- WHEN YOU USE A POST, AND WHEN TO USE A PAGE
- POST CATEGORIES
- WORDPRESS TAGS

## A few more Free Wordpress Plugins)

- 25 IMPORTANT PLUGINS

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# WEB ANALYTICS

## WHAT YOU WILL LEARN?

- ANALYZE MARKETING PERFORMANCE TO MAXIMIZE ITS EFFECTIVENESS AND OPTIMIZE ROI
- OPTIMISE YOUR CONTENT USING GOOGLE ANALYTICS BEHAVIOUR REPORTS
- INCREASE YOUR CONVERSIONS USING GOOGLE ANALYTICS CONVERSION REPORTS
- IDENTIFY PRIMARY MARKETS UNCOVER NEW ONES USING LOCATION REPORTS
- REDUCE BOUNCE RATES USING THE TOP EXIT PAGES REPORT
- RESOLVE TECHNICAL ERRORS BLOCKING SALES USING THE MOBILE, BROWSER OS REPORTS

## Set Up Google Analytics for Actionable Data

INSTALL GOOGLE ANALYTICS QUICKLY ENABLE A VERY IMPORTANT REPORT

SET UP GOALS: THE CRITICAL STEP TO COLLECTING ACTIONABLE DATA

FURTHER INSTRUCTIONS: ADDING GOALS ECOMMERCE TRACKING

FILTER INTERNAL TRAFFIC SO YOU DON'T SKEW YOUR DATA

## Analyze Traffic Sources So You Can Get More Traffic to Your Site

ACQUISITION OVERVIEW REPORT: IDENTIFY YOUR MAIN SOURCES OF TRAFFIC

SOURCE/MEDIUM REPORT: GROW YOUR HIGH CONVERTING TRAFFIC SOURCES

FREE CUSTOM REPORT: BEST DAYS TO POST CONTENT

## Use Behaviour Reports to Improve Visitor Retention & Conversion

ANALYZE VISITOR BEHAVIOUR OVERVIEW

LANDING PAGES REPORT: REDUCE YOUR BOUNCE RATE MAKE MORE SALES

ALL PAGES REPORT: IDENTIFY MAKE MORE OF YOUR POPULAR CONTENT

EXIT PAGES REPORT: PLUG YOUR WEBSITE'S LEAKS GROW FASTER

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DURING THE COURSE YOU WILL GET PRACTICAL HANDS ON LEARNING EXPERIENCE WHILE IMPLEMENTING YOUR LEARNINGS INTO VARIOUS ONGOING AGENCY PROJECTS NOT ONLY YOU WILL GET SKILLED AND UPGRADE YOURSELF YOU WILL ALSO BUILD YOUR PORTFOLIO BY GETTING CERTIFIED FROM VARIOUS INTERNATIONAL ORGANISATIONS LIKE GOOGLE ,HUBSPOT,FACEBOOK

**BHUWNESH SHRIVASTAVA**

**Mentor and Faculty**

**"Bhuwnesh shrivastava is leading digital marketing team in nbdigitech.com having experience of 5+ year in Digital eco-system .He is also an avid learner and an alumunus of IIMB and Certified proffessional from various international organisations HFI,IDF,Google. He is also pursuing PGDDA (Data Science) from IIITB/Upgrad"**

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