

SG DIGITAL

ADVANCED DIGITAL MARKETING WITH AI COURSE

Comprehensive • 6 months • 100% Job Placement
6 hrs./Week • Study Online

(1 Month Extra for Personality Development,
Spoken English & Interview Preparation Classes)

Affiliated with



Why study Digital Marketing?

Marketing is the Key to a successful business



Digital Marketing is an obvious pathway to make massive money. Whether you're a student, a job aspirant, a professional, a housewife, or an ambitious dreamer, Digital Marketing will pave a way for you to make your dreams turn into reality.

- ✓ Highly Demanded in the Market
- ✓ Good Salary Package
- ✓ Brands spend 80% of Ad budget on Digital Marketing only
- ✓ Tremendous Growth after Jio launched in India
- ✓ Various career options
- ✓ Recession Proof career
- ✓ Easy to learn
- ✓ Most preferred skill



SG DIGITAL

Who can Join this course?

This is the Most in-demand course in 2023

- Students/ Fresher/ Job Seeker
- Working Professionals
- Housewives
- Entrepreneur/ New Startups



SG DIGITAL

Modules you learn

Our Complete Syllabus Guide

- 1. Introduction to Digital Marketing
- 2. Basic of Computer
- 3. General Overview of Web Concept & Hosting
- 4. Website Planning & Creation
- 5. Search Engine Optimization (SEO)
- 6. 0 Page SEO
- 7. Advance SEO Knowledge
- 8. Google Adwords
- 9. Re-marketing
- 10. Display Advertising
- 11. Shopping Ads
- 12. Video Ads
- 13. Universal App Ads
- 14. Google Adwords Alternatives
- 15. Tracking Performance & Measurement
- 16. Social Media Marketing
- 17. Email Marketing
- 18. YouTube Marketing
- 19. Lead Generation
- 20. Online Advertising
- 21. E-commerce Marketing
- 22. Mobile Marketing
- 23. Content Marketing
- 24. Growth Hacking
- 25. Influence Marketing
- 26. Online Reputation Management
- 27. Affiliate Marketing
- 28. Become Online Seller
- 29. Google Adsense
- 30. Freelancing
- 31. Internet Entrepreneurship
- 32. Interview Preparation
- 33. Ad Algorithm & Psychology
- 34. Payment Gateway Set-up
- 35. Inbound Marketing
- 36. Blogging /Vlogs
- 37. Conversion Rate Optimization - CRO
- 38. User Experience - UX

- 39.Sales Marketing
- 40.Video Marketing & Youtube SEO
- 41.Whatsapp marketing
- 42.Personality development
- 43.Telegram & Snapchat Marketing
- 44.Google Tag Manager
- 45.Personal branding
- 46.Increase Subscriber/ followers
- 47.Trademark/ Company Registration/ Patent
- 48.Startup Mentorship
- 49.Instagram Marketing
- 50.Commercial Ads
- 51.Outdoor Media Advertising
- 52.Public Speaking & Pitching your idea
- 53.Landing page & Email template creations
- 54.Trending topics we cover
- 55.Marketing Automation
- 56.Science behind Digital advertising
- 57.Gender, Age & Graphics Psychology
- 58.Digital Advertiser
- 59.Psychology of Search
- 60.Introduction to Audience Type
- 61.Building a Sustainable Social Media Strategy
- 62.Dropshipping
- 63.Viral Marketing
- 64.Proposal writing
- 65.Google , Fb & other Certificate preparation
- 66.Special ad categories
- 67.Badge Verification
- 68.Funnel Creation
- 69.Selecting ad Platform & placement
- 70.Advanced Ad features
- 71.Exercises
- 72.Trending Topics we cover

SG DIGITAL

1. Introduction to DM

- What Exactly is Digital Marketing?
- Digital Marketing Vs Traditional Marketing
- What is B2B & B2C Marketing?
- How to Start Digital Marketing?
- What is Tra c?
- What is Keywords?
- One By One Process Of Digital Marketing
- How to get tra c on website
- Types Of Lead & Conversion
- How to Retain your Web Customer?
- Benefit of digital marketing

2. Basics Of Computer

- What Is Internet?
- How Internet Works?
- What is Intranet?
- What Is IP?
- What Is the Use of IP? • What is Firewall?
- What Is LAN & WAN?

SG DIGITAL

3. General Overview of Web Concept & Hosting

- What is WWW?
- What is Domain?
- What Is Domain Name?
- What is Domain Extension?
- What is Hosting?
- Types of server
- Di erent types of website

4. Website Planning & Creation

- How to Create a Blueprint of a Website?
- Objective of Website
- Deciding Position of Images & Content
- How to make your website faster than Others?
- How to Create a website in Wordpress?
- Choosing the right domain name for your website
- Choosing a hosting platform Installing WordPress within 5 minutes
- Choosing the right free/paid wordpress theme for your blog
- How to set up Google Webmaster tools and Google analytics for your blog? • Plugins you need for your WordPress blog/Website

5. Search Engine Optimization (on-Page SEO)

- What is SEO?
- What is SERP?
- What is on Page seo?
- How to Select a Domain Name?
- Page Naming (URL Structuring)
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Title
- What Is Meta Description
- Search Engine Optimization(on Page SEO) Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Insert keywords in content}
- Anchor Text, Link Title
- HTML Sitemap creation
- XML Site Map Creation
- Tools for seo
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

6. Search Engine Optimization (off-Page SEO)

- What are Backlinks?
- Why Backlinks are Important? • How to Get Backlinks?



SG DIGITAL

6. Search Engine Optimization (off-Page SEO)

- Difference between Do follow & 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
- Forum Posting
- Business Listing
- Classifieds posting
- Social Bookmarking
- Social Networking
- What is Page Rank?
- What is PA & DA?

7. Advance SEO Knowledge

- 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 EMD?
- What is black hat SEO
- Black Hat SEO techniques

SG DIGITAL

8. Google Ads (Search Advertising)

- Introduction to PPC & Adwords
- Setting Up Google Adwords Account
- Payment Option- Which is better?
- Create First Campaign
- Understanding Adgroup, Ads, Keyword Concept
- Learn Bidding Strategy
- Geo-Targeting
- Site Link Extensions
- Phone Extensions
- Local Extension
- Review Extension
- What is Quality Score?
- What is CTR
- Conversion Tracking
- CPC/CPM
- How to Optimize your account?
- How to Maintain QS & High CTR?



Google Ads

9. Re-marketing

- How to use the Shared Library?
- What is the Audience?
- How to Create a Remarketing List?
- Setting Up your First Remarketing Campaign

SG DIGITAL

10. Display Advertising

- What is Display Advertising?
- Understanding Display Se ing Concept
- Frequency Capping
- Type Of Display Network
- Understanding Display Planner Tools
- Display Targeting Optimization
- Display Keywords Targeting
- Placement Targeting
- Topics & Demographics Targeting
- Understanding Conservative Targeting
- Aggressive Targeting(Display Campaign Optimizer) • Tips & Tricks

11. Shopping Ads

- What is Shopping Ads?
- Creating & Verifying Google Merchant Center Account
- Add Product to your MCA
- Understanding all required Fields for Product Listing.
- Add your Product to feeds using Google Seats
- Automatic Item Updates
- Linking MCA to Adwords Account

SG DIGITAL

12. Video Ads

- What Is Video Ads?
- Video Ads Format
- In-stream or video discovery ads
- Bumper ads: 6-second video ads
- Different bidding methods
- Linking your YouTube accounts to Adwords
- Types of Video Targeting Methods
- Selecting the Best Targeting Method for your ads
- Tips for Creating Video Ads

13. Universal App Ads

- Understanding Universal App Ads
- Upload your First app to PlayStore/IOS
- Creating your First Mobile App Ad
- Campaign Optimization
- Bid Strategy(Cost per Install)
- Find Best Placement for ads
- Tips & tricks for More Installation



Advertisements

SG DIGITAL

14. Google Ads Alternatives

- Overview of Bing & Yahoo PPC
- Transfer Google Adwords Campaign to Bing
- Compare Adword & Bing PPC
- Understanding Google Alternative
- Explore Bidvertiser, Info links, BuySellAds & More
- Adword certification

15. Tracking Performance and Measurement with **Google Analytics**

- What is Google Analytics?
- How Google Analytics works?
- Accounts , Profiles & user navigation
- Google Analytics
- Basic metrics
- The main sections of Google Analytics reports
- Tra c source
- Direct, Referring & search tra c
- Campaigns
- Visitors Analysis
- Unique visitors
- Geographic and language information
- Actionable Insights and the Big Picture

SG DIGITAL

15. Tracking Performance and Measurement with Google Analytics

- Recap of Google Analytics reports and tools
- Finding actionable insights
- Common mistakes analysts make
- Additional Web analytics tools

16. Social Media Marketing

- What is Social media Marketing
- How to market Company's Product On Social Media
- Why is Social Media Important?
- 7 Wonders of Social Media
- Create your profile one by one

Facebook Marketing

- Understanding facebook marketing
- Creating page on facebook
- Exercise on fan page wall posting
- How to do marketing on fan page
- Fan Engagement
- Facebook Advertising
- Types of facebook advertising
- Best practice for facebook advertising



SG DIGITAL

- Creating a Facebook advertising campaign
- Ad testing, Facebook Business manager Setup
- Targeting in ad Campaign
- CBO & Facebook pixel setup
- CPC/CPM
- Facebook Analytics
- Facebook Strategy Discussion
- Special ad category
- Facebook Remarketing
- Instagram Marketing
- Whatsapp Marketing

LinkedIn Marketing

- Introduction about LinkedIn
- Create your personal & company profile
- Understanding B2B and B2C Concept
- How to use Linked Group for Marketing
- How to Increase your Connection

Twi er Marketing

- Introduction to Twi er
- Why is it Microblogging?
- How to increase Followers (White & Black hat)

SG DIGITAL

- How to Market your Product
- Understanding # (Hashtag) concept
- Advertising on Twitter
- Tools for Twitter Marketing
- Tweetdeck

Pinterest Marketing

- What exactly is Pinterest?
- How it's different from other social media
- How to promote Business on Pinterest?
- How to increase followers on Pinterest?
- How can it help you to Promote your content?
- Pinterest Analytics

Quora Marketing

- Introduction to Quora
- How Quora helps in Content marketing?
- How to reply to a Quora Question?
- Create Quora Ad



SG DIGITAL

17. Email Marketing

- What is Email Marketing?
- What is Opt-in & double opt-in database?
- What is Subscriber database?
- Email Marketing Software
- Email Marketing Online Tools
- Bulk email service provider
- What is SMTP Server?
- Rules of sending Bulk mail
- Setting auto responder email
- Best practice to send bulk mail
- Few tricks to send mail in inbox directly
- What is CAN-SPAM Act?
- What is A/B testing?
- Create your First email Campaign
- How to track Open/bounce/ unsubscribed Email?

18. Youtube Marketing

- Introduction to youtube
- Creating Multiple Channel in Single Account
- Tools to create Videos
- How to add Annotation, subtitles & cards
- Search optimization of videos

SG DIGITAL

18. Youtube Marketing

- Tools to optimize Videos
- Instream & bumper ad in youtube
- Video Monetization
- Tricks to make Money from youtube
- Distribution of Videos for ranking
- Youtube Analytics

19. Lead Generation

- Definition of online sales lead
- Cold, Warm and Hot leads
- What is the landing page?
- Difference between landing page & website
- How to create a landing page?
- How to use the Thank you page?
- Tools to create landing pages: What is A/B testing?
- Lead Funnel
- Converting Leads into sales through internet Marketing

SG DIGITAL

20. Online Advertising

- Introduction to banners, Contextual ads & rich Media
- Tools to manage pop-up advertising
- Pop-under advertising
- Contextual advertising using images & and video
- Online Advertising Company
- Creating Banner Ads using tools
- Tracking & Measuring the ROI of online advertising

21. Ecommerce Marketing

- What is ecommerce?
- Current ecommerce scenario in India
- Driving traffic to e commerce Portal
- How to perform SEO for ecommerce website?
- Create advance strategy for Ecommerce Portal

22. Mobile Marketing

- What is mobile marketing?
- Why is it important in current Scenario?
- What is mobile website?
- Tools to create Mobile app Ads on Mobile app
- How to do seo for mobile app search?
- Tools to create Mobile Website
- SMS marketing
- TRAI rules & Regulations for Mobile Marketing



SG DIGITAL

23. Content Marketing

- What is Content Marketing?
- Objective of content Marketing
- Why 'Content is King' for SEO scenario?
- How to write SEO friendly Content?
- How to become a content writer?
- Tools for content writing
- How to Spin other website content?
- How to promote your content online?

24. Growth Hacking

- What is Growth Hacking?
- Calculate per-user LTV
- Design Growth Funnel
- Analysis of Growth using analytics tools
- Story Telling technique for Growth Hacking

25. Influence marketing

- Introducing influence marketing
- What is brand influencers?
- What are Digital influencers?
- Social Media influencer Marketing
- Influence customer mindset
- Case studies of influence marketing

SG DIGITAL

26. Online Reputation Management

- What is online Reputation?
- Why is Online Reputation Important?
- How to manage your online reputation?
- How to respond first page review
- How to take control on your online reputation?

27. Affiliate marketing

- What is Affiliate marketing
- Making money from affiliate marketing
- Overview of affiliate marketing networks
- Best affiliate marketing websites
- Secrets of Affiliate marketing
- What is CJ.com
- How to apply for a affiliate

28. Become online Seller

- How to Select Best Product?
- How to Decide Pricing?
- Select Best Marketplace for your Product •
Registering on Marketplace
- List your Product
- Choose Best Logistic option



SG DIGITAL

29. Google Adsense

- Adsense Program Overview & Features
- How to get approved for Adsense?
- A few tricks to get approval from Google
- How to put ads on your blog?
- How to receive a check from Google each month through Google Adsense?
- Building an AdSense network with multiple Adsense websites

30. Freelancing

- What is freelancing?
- Popular freelancing websites
- How to take project from a freelancing website?
- How to Choose a Freelancer(For your project)?
- How to get money worldwide?
- Popular online payment option for freelancer

31. Internet Entrepreneurship

- How to Start Online Business?
- How to register Company in India?
- Important Tools for Entrepreneur
- Rules & regulation of Taxation in India
- Funding Concept for Company
- How to Get Fund from Investor?
- Problem solving idea creation

SG DIGITAL

32. Interview Preparation

- How to Write Perfect Resume?
- Question & Answer Session
- Important questions List
- Mock test Preparation

33. Ad Algorithm & Psychology

- Understanding human behaviour on Internet
- Ad Concept and analysis
- Ad Psychology & Strategy discussion

34. Payment Gateway Set-up

- How to apply for various payment gateway?
- Payment Gateway verifications
- Integrating and receiving payment

35. Inbound Marketing

- Understand and implement the concept of funnel marketing
- Strategize the plans for attracting a relevant audience using cost effective methods
- Learn to use automation tools such as HubSpot, Push Engage & landing page builders
- Start to strategically analyze your campaigns and tactically improve them

SG DIGITAL

36. Blogging/ Vlogs

- Niche selection for blogging
- Identifying High Search Keywords
- Domain selection & setting up wordpress.
- Competitor analysis
- Content Creation Ideas & strategies
- How to build a successful blog
- Traffic increase ideas
- Blog SEO
- Understanding Search Engines
- Basic Site Setup For SEO
- Teasing Your Content On Social Media
- Blog submission
- WordPress Posts & Page
- Video Content Strategies
- How to engage audience

37. Conversion Rate optimization - CRO

- What is CRO
- What is a conversion
- Macro-conversions:
- Micro-conversions
- How to calculate conversion rate
- CRO Marketing Strategies

SG DIGITAL

38. User Experience - UX

- Concept of User Experience
- Role of ux
- R&D process
- Generating framework
- Role of Graphics in UI / UX
- Finalizing the layout

39. Sales Marketing

- Don't confuse goal, mission & or objective with Strategy
- How to make a sale funnel
- Getting your Customer into the Sales Funnel
- Sales Funnel Marketing
- Autopilot sales marketing
- Ad platform & placement selection
- Identification of Target Audience
- Sale & Ad strategies
- A/B testing

40. Video Marketing & Youtube SEO

- Importance of video marketing
- Find video keywords
- Title, Description , Tags
- Video Ranking strategies



SG DIGITAL

40. Video Marketing & Youtube SEO

- Channel customization
- Competitor analysis
- Mixing up competitor strategy
- Ideas for Video Topics
- Optimize your videos for search
- How to engage user
- How to promote your video Paid / organic
- Youtube ads

41. Whatsapp marketing

- Whatsapp business integration
- Chatbot sessions
- Automate your communication
- Software for bulk messaging
- Whatsapp integration to page
- Whatsapp Marketing ideas & Strategies

42. Personality Development

- How to make a Good first impression
- Effective speaking
- Tips for building confidence
- Communication skills
- Self discipline & decision making skills

SG DIGITAL

43. Telegram & Snapchat Marketing

- Snapchat Ad account Setup
- Types of Snapchat ads
- Ad strategy & ideas
- Marketing & growing your Account
- Snapchat ad exercise
- Telegram Marketing ideas
- How to promote a Telegram channel from scratch

44. Google tag manager

- Introduction
- How Google Tag Manager works
- Google tag manager account setup
- Installing tag manager on the website
- Google Tag Manager Panel Overview
- Installing Facebook Pixel with Google Tag Manager
- Google Ads Conversion Tracking
- Track button clicks in Google Analytics

45. Personal branding

- Introduction to personal brand
- Can people find you
- Defining your niche
- Personal branding influencer



SG DIGITAL

45. Personal branding

- The 30 Second pitch
- Personal branding & Social networking
- How to influence your personal branding by ads
- Ideas strategy for personal branding

46. Increase Subscriber / followers

- How to Grow your social channel
- With the help of Paid Media
- Page like & Subscribe techniques
- High reach and engagement activities

47. Trademark/company registration / Patent

- Get your Company Registered
- Logo / trademark registration Process
- Patent registration Process
- PAN & TAN Registration
- GST registration process

48. Startup mentorship

- Identify customer needs
- Ads & web analytics
- Helps in ads optimization

SG DIGITAL

48. Startup mentorship

- Ad test & Growth Hacking ideas for your project
- Develop product and service
- How to Plan and execute efficient Paid Search Campaigns
- How to Automate Your Digital Marketing Process
- How to be part of a startup submit
- How to find an investor

49. Instagram Marketing

- How To increase followers
- Hashtags Secrets
- Creating Your Instagram Bio
- Optimizing your Instagram Account
- Theme and Purpose of Your Content
- Types of Content we can use
- Increasing Your Content Engagement
- Influencer Marketing
- The Power of IG ads
- The Perfect Instagram Ad Structure
- Getting Verified

50. Commercial Ads

- Commercial Ads making ideas
- Script writing
- Relating your ad to trend

SG DIGITAL

51. Outdoor Media Advertising

- Guide to Outdoor Advertising
- Types of outdoor advertising
- Why business owners prefer outdoor advertising
- When to Go for Outdoor Advertising
- Outdoor advertising strategies

52. Public Speaking & Pitching your idea

- Build Public Speaking Skills
- How to make a business plan
- What you should know before pitching
- Starting and ending flow of your pitch
- How to impress investor

53. Landing page &Email template creations

- Template creations ideas
- Email Automation
- Email followup marketing
- Email ad landing page experience



SG DIGITAL

54. Integrated Digital Marketing Strategy

- The Customer
- India on Digital - digital trends: internet users, male v/s female, age groups, -Devices, multi-screening,
- Marketing Principles: AIDA, Purchase Cycle, Moments of Truth
- Creating Digital Moments of Truth – AHA Moments
- Digital Strategy: Branding v/s Acquisition. What would differ?
- Analytics (Attribution: various models, cross-device)
- Campaign Optimization – Test, Learn, Deploy what works. Repeat
- Trends (Power of the internet (Arab Spring, #MeToo, US Elections, branded: Jago Re, Internet brands – OnePlus)

55. Marketing Automation

- Marketing Automation
- Tools Email Campaigns
- Email Autoresponder
- SMS Autoresponder
- Creating a Landing Page
- Landing Page CTA
- Lead Generation Strategy
- Capturing Leads from Sources
- Website Widgets
- Products Integration

SG DIGITAL

56. Science behind Digital advertising

- Google Ai
- Facebook Ai
- Youtube Ai
- Instagram Ai

57. Gender, Age & Graphics Psychology

- Connection between human mindset and Graphics
- Impact of Colors
- Age Strategy
- Gender Strategy

58. Digital Advertiser

- Never Repeat Mistake
- Customer Identification
- Ads statistics
- Optimization
- Concept of Ad making

SG DIGITAL

59. Psychology of Search

- Introduction
- The search Process
- How an advertiser fit into search Process
- Search Terms used to Trigger your Keywords

60. Introduction to Audience Type

- Introduction
- The remarketing process
- Customer Match With CRM Data
- Target user within - Market And a nity audiences
- Demographic Targeting Options

61. Building a Sustainable Social Media Strategy

- Social Media Challenges
- Strategy Building Guide
- Establishing and Benefi ing
- Creating a Campaign Message
- Planning and Benefiting from a Diversified Posting Strategy

SG DIGITAL

62. Dropshipping

- What is Drop shipping?
- How to Do Drop Shipping
- Finding a product to sell
- Drop shipping Strategy

63. Viral Marketing

- Content
- Idea
- Information
- Message
- Emotional aspects
- Specific motive - character

64. Proposal writing

- How to write Business Proposal
- Custom Proposal
- Strategic Proposal

65. Google , Facebook & other Certificate preparation

- Google ads Certification
- Facebook blueprint certification
- Bing ads
- Hubspot

66. Special ad categories

- Post Verification from Facebook & Google
- Linking profile to ad account
- Social issue & politics ads
- Special categories ad strategy

67. Badge Verification

- Facebook page Badge Verification Process
- Instagram page Badge Verification Process
- Twitter page Badge Verification Process
- YouTube Chat support
- Google Cal & chat support
- Facebook Chat support

68. Funnel Creation

- Funnel strategy
- Funnel process
- How to create a power marketing funnel
- Types of funnel

69. Selecting ad Platform & placement for Your Business Growth

- Video & Display Ads
- Search, Social & more

SG DIGITAL

70. Advanced ad features

- Responsive
- Dynamically Customize Ads
- Ensure Your Ads Are Complete
- Prequalify ad testing

71. Exercises

- Search Engine Optimization
- Pay Per Click
- Social Ads

72. Trending topics we cover

- Instagram Reels
- Twitter trends & Hashtag
- Vblogs/ Digital Startups

73. Internship Program

- Paid/ Stipend Internship - 5 Hrs. / day
- Work on live project
- Client handling
- Upto 1 Lakh of Ad Spending Experience
- SEO Paid tools Experience
- Brand developing ideas for client project
- 6 Month internship Certificate
- Corporate skills - under PPCChampTM & SocialGeeks

Fees Structure

Total Fees = 30,000

1. Pay 50% Fees After Placement = 15,000
 2. Pay 50% Fees Before Placement = 15,000
-
- Registration = 3,000
 - 1st Installment = 4,000
 - 2nd Installment = 4,000
 - 3rd Installment = 4,000

SG DIGITAL

Certificates you get

25+ Certifications



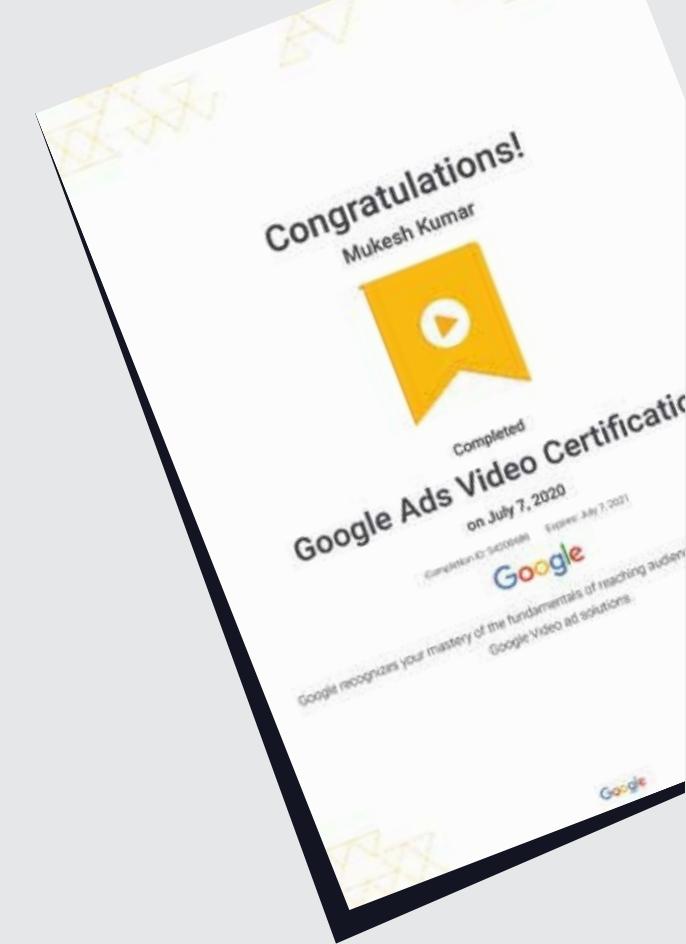
1. Google Ads Fundamental
2. Search Advertising
3. Display Advertising
4. Video Advertising
5. Shopping Advertising
6. Mobile Advertising
7. Google Analytics
8. Google Mobile Sites
9. Google Digital Sales15+



1. Facebook Blueprint Certifications¹⁰⁺



1. Inbound
2. Content Marketing
3. Email Marketing



SG DIGITAL

Placement Partners

Our placement partners across the Globe



SG DIGITAL

Connect us

Our office

34-35B Old Tejaji Temple Near
Shyam Nagar Metro Station,
Sodala, Jaipur

• +91 89494 93080

shivgangadigital.com

Whatsapp us at

📞 +91 89494 93080

