

**1**

Module

# DIGITAL MARKETING OVERVIEW

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why is Digital Marketing better than traditional Marketing?
- Understanding Digital Marketing Process
- Increasing Visibility
- Inbound and Outbound
- Conversion types and process
- Retention
- Performance Evaluation

**2**

Module

# WEBSITE STRUCTURE & PLANNING

- Understanding Internet
- Understanding websites
- Understanding domain name URL and URI
- What is server & hosting?
- How to Book a domain name & web hosting
- Different types of web servers
- Different types of websites
- Identifying objective of website
- Planning & Conceptualising Structure of a Website
- Deciding on number of pages required
- Planning for engagement options
- Creating blueprint of every webpage

# SEARCH ENGINE OPTIMIZATION (SEO)

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Google Operators

## ON-PAGE (SEO)

- What are primary keywords & secondary keywords?
- Url Structure
- Meta tags creation
- Header Tags in HTML
- Importance of Header tags
- Content optimization
- Image optimization
- Internal Linking
- Broken Links
- Outbound links
- Structured Snippets
- Speed Factors



# SEARCH ENGINE OPTIMIZATION(SEO)

(Continuation..)

- Code optimization
- Sitemap, robot.txt creation & submission on server & webmasters
- Using google webmasters tool

## OFF-PAGE (SEO)

- What is Domain Authority?
- How to increase Domain Authority
- What are backlinks?
- Types of backlinks
- What is link building?
- Types of link building
- Do's and Dont's of link building
- Link building strategies for your business
- Easy link acquisition techniques
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports

- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- How to optimize exact keywords for your business
- What is Google Panda Algorithm?
- What is Google Penguin?
- How to save your site from Google Panda and Penguin and Update
- How to recover your site from Panda and Penguin

## LOCAL BUSINESS (SEO)

- Google places optimization
- Classified submissions
- Google Map integration & optimization
- Google reviews



**4**

Module

# SEARCH ENGINE MARKETING (SEM) PPC, ADWORDS

- Understanding Paid search results
- Introduction to Google Adwords & PPC advertising
- Setting up Google Adwords account
- Understanding Adwords account structure
- Types of Advertising campaigns
- How does Adwords rank ads
- Understanding Adrank
- Optimizing Search Campaigns
- Understanding bids
- Understanding different types of bid strategy
- Pros & Cons of different bid strategies
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Importance of CTR in optimization
- How to increase CTR
- Understanding ad-extensions
- What is conversion tracking?
- Why is it important
- How to set up conversion tracking
- Adding tracking code to a website
- Checking conversion stats

**4**

Module

# SEARCH ENGINE MARKETING (SEM) PPC, ADWORDS

(Continuation...)

- Using keyword planner tool
- Adding keywords in ad-group
- Understanding types of keywords
- Board, exact and phrase match
- What are negative keywords
- Pros and cons of diff. types of keywords
- Understanding ad metrics
- Display & destination URL
- How to write a compelling ad copy
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Tracking Performance and Conversion

**5**

Module

# SEARCH NETWORK

- Types of Search Campaigns
- Creating our 1st search campaign
- Doing campaign level settings
- Understanding location targeting
- Different types of location targeting
- Creating ad groups
- Understanding keywords



**6**

Module

## DISPLAY ADS

- What is Display Ads?
- Types of Display Advertising
- Display Advertising
- Banner ads
- Rich Media ads
- Pop ups and Pop under ads
- Contextual advertising
- What are Payment Modules?
- Assignment on allocating funds
- Creating Banner Ads Using Tools

**7**

Module

## RE-MARKETING CAMPAIGNS

- What is Re-marketing?
- Why re-marketing is important
- Re-marketing and Branding
- Setting up Re-marketing campaign
- Creating Re-marketing lists
- Advanced Level list creation
- Custom audience in re-marketing

**8**

Module

## SHOPPING ADS

- What are shopping Ads
- Who can benefit from shopping ads
- Google Merchant Center
- Creating Shopping Feed
- Creating and Managing Shopping Campaigns

**9**

Module

## VIDEO ADS

- Importance of video marketing
- Benefits of video marketing
- Uploading videos on Youtube
- Using youtube for business
- Understanding Video Campaign
- Creating Video Campaigns
- Targeting Options
- Understanding Bid Strategy

**10**

Module

## UNIVERSAL APP CAMPAIGNS

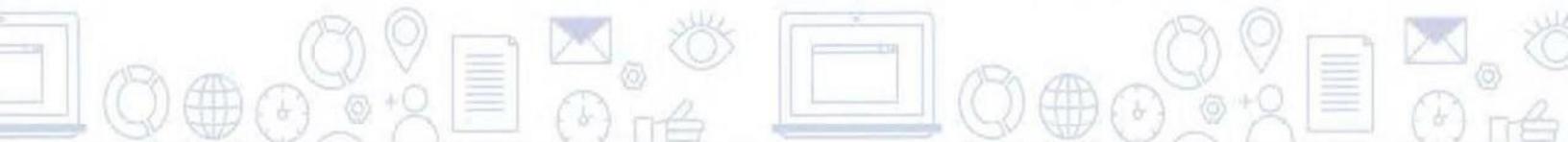
- What are Mobile App Campaigns
- Advertising on mobile (App & Web)
- Targeting ads on Apps
- Targeting ads via location

**11**

Module

## CONVERSION OPTIMIZATION

- What is conversion optimization?
- Some important terms to remember
- Calculating conversion rate optimization
- Elements of the CRO process
- The numbers
- Making sense of the CRO
- The ideal CRO
- Metrics to help you understand CRO



# SOCIAL MEDIA MARKETING

- What is Social Media?
- Understanding Social Media terms and psychology
- How social media marketing is different from others
- Creating business pages on various social media platforms
- Why is Social Media optimization important?
- Optimizing and planning social media posts
- Use of automated post schedulers

## FACEBOOK

- Understanding Facebook for Marketing
- Creating Facebook page
- Requesting contacts for invitation
- Exercise on fan page wall posting
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Facebook marketing
- Types of Facebook advertising
- Best practices for Facebook advertising
- Understanding Facebook best practices
- Understanding Facebook ads manager
- Types of FB campaigns



# SOCIAL MEDIA MARKETING

(Continuation...)

## OPTIMIZE AND PROMOTE ON OTHER SOCIAL MEDIA CHANNELS LIKE

- Instagram
- Pinterest &
- Google+

- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module- CPC vs CPM vs CPA
- Setting up conversion tracking

## LINKEDIN

- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing in LinkedIn groups
- LinkedIn advertising
- Increasing ROI from LinkedIn ads
- LinkedIn publishing
- Company pages
- Adv on LinkedIn
- Display vs text

## TWITTER

- Understanding Twitter
- Tools to listen & influence on Twitter
- How to do marketing on Twitter
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards

# GOOGLE ANALYTICS

- Introduction to Google Analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics

# EMAIL MARKETING

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to over come these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form
- Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing



**15**

Module

## MOBILE MARKETING

- Understanding Mobile Devices
- Fundamentals of Mobile Marketing
- Mobile Marketing and Social Media
- SMS marketing
- Web-based marketing
- App-based marketing
- In-game mobile marketing
- QR codes
- Location-based services

**16**

Module

## YOUTUBE

- Why Youtube
- Identifying your Interest
- Video creation basics
- Youtube Video editing
- Measurement tools
- How to make money from Youtube

**17**

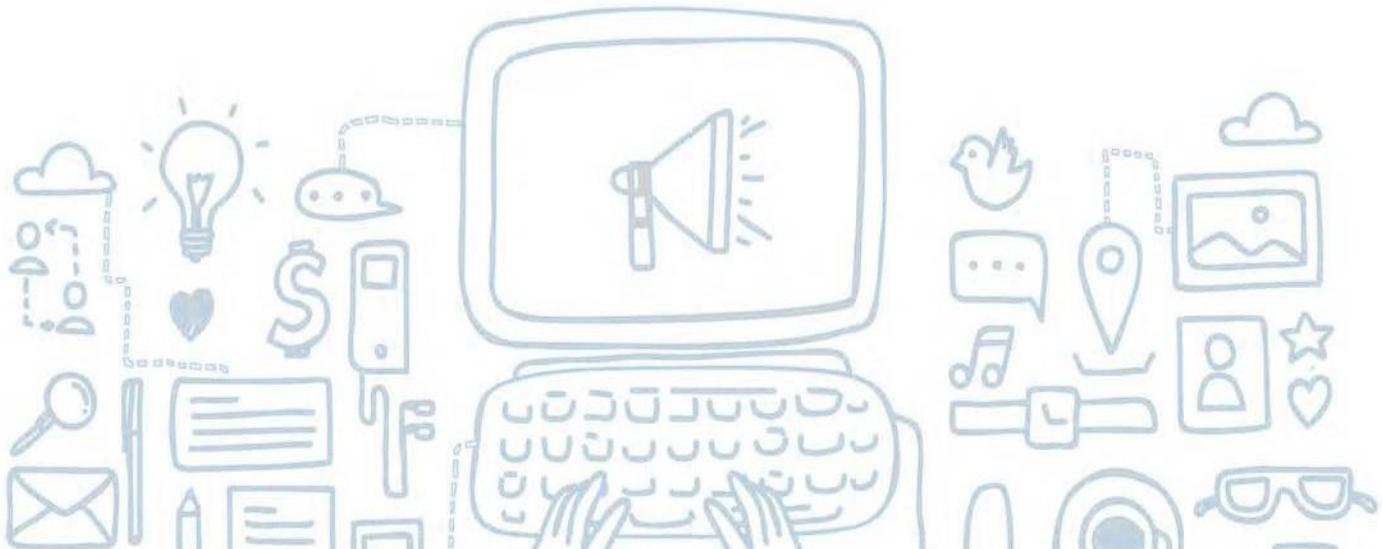
Module

## YOUTUBE SEO

- Channel Name, Branding & Vanity URL
- Channel Keywords & Targeted Country
- Linking Associated Website
- Channel Description & Links
- Channel Homepage
- Video Title
- Video Description
- Tags
- Increase Views, Likes, Shares & Links.

# CONTENT MARKETING

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing strategy building process
- Types of content
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- 180 examples of magnetic headlines
- What is adsense?
- How to get approved for adsense?
- Using your adsense account interface
- Placing ads on your blog
- Creating blogs with FREE theme



# ONLINE REPUTATION MANAGEMENT

- What is online reputation management?
- Why we need ORM
- Understanding ORM scenario
- How to deal with criticism online
- Ways to create positive brand image online
- Step by step guide to over-come negative online reputation
- Examples of online reputation management

# AFFILIATE MARKETING

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- Live examples of how people are making money as an affiliate
- Getting started as an affiliate Some of the top affiliate network in the world

# CREATING INTERNET MARKETING STRATEGY



Access Over 50 Free  
Digital Marketing Tools



7 Certifications  
recognized worldwide



6 months Support for Stu-  
dents and Professionals



Start-up support for  
Entrepreneurs



Work on Live projects



