



## Digital Marketing Courses

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### Digital Marketing Opportunity

Digital marketing is becoming mainstream in India. Until 2010, many businesses did not take digital marketing seriously. They were not ready to change and were stuck with traditional marketing practices.

Before digital marketing became mainstream, freelancers and entrepreneurs were able to get the first mover advantage. People who did good content marketing and search engine marketing were able to scale up the business very fast. Traditional companies did not even know what digital marketing was.

This shift in marketing practice is giving rise to a huge opportunity in digital marketing jobs. Times of India had reported that Digital Marketing will create 2.5 Lakh jobs in India by 2019. This course will help you build mastery in various disciplines of Digital Marketing - SEO, SEM, Social Media, Email Marketing, and Inbound Marketing & Web Analytics.

### Who Can Join?

- ✓ Marketing Professionals
- ✓ Sales Professionals
- ✓ Business Owners
- ✓ Entrepreneurs
- ✓ Digital Marketing Professionals
- ✓ Students
- ✓ Other Professionals (IT, HR, Finance etc)

### Our Achievements

- 900+ PPC Ad Campaigns
- 100+ Clients served
- 400+ Digital Asset Managed
- 97% ROI on Ads

### Our Features

- 100% job assistance
- Work on Live Projects
- 60% practically and 40% theory.
- Guidance for Google Certification.
- Learn from Experienced and Expertise Trainer.

## At the end of the course

### You will be able to

- ✓ Business Owners will be able to attract more customers online and do Advance PPC Marketing to grow their business.
- ✓ Promote website in Google/Bing/other search engines.
- ✓ Analyze performance through Google Analytics.
- ✓ Do Email marketing
- ✓ Do Mobile marketing
- ✓ Do Video Advertising
- ✓ Do SMS marketing
- ✓ Social Media Marketing
- ✓ Promote website with paid marketing on any online market place. For example Google, Amazon, FlipKart, Tradeindia, Justdial etc...

## Certifications

- Google AdWords
- Google Analytics
- AdWords Fundamentals  
Search Advertising

## Course Methodology

- Classroom Training
- Reading Material
- Hands-On Projects

## Courses Module

- Module 1 - Digital Marketing Fundamentals
- Module 2 - Website Planning and Structure
- Module 3 - Search Engine Optimization (SEO)
- Module 4 - Google Analytics and Webmaster Tool
- Module 5 - Google Plus for Business
- Module 6 - Google Adwords and PPC Advertising
- Module 7 - Remarketing Strategies – Advance Level
- Module 8 - Affiliate Marketing & Google AdSense
- Module 9 - E-mail Marketing for Business
- Module 10 - Lead Generation & Marketing Automation
- Module 11 - ecommerce and Payment Gateway
- Module 12 - Face book marketing for Business
- Module 13 - YouTube and Video Marketing
- Module 14 - LinkedIn and Twitter Marketing
- Module 15 - Case Studies and Practical Assignments
- Module 16 - Google Certification Program Training

### Module 1 - Digital Marketing Fundamentals

Digital Marketing Basics	Inbound vs Outbound Marketing
Content Marketing	Understanding Traffic
Understanding Leads	Strategic Flow for Marketing Activities

### Module 2 - Website Planning and Structure

What is website? – Understanding website structure	Domains
Website Language & Technology	Core Objective of Website and Flow
One Page Website	Strategic Design of Home Page
Strategic Design of Products & Services Page	Strategic Design of Pricing Page
Portfolio, Gallery and Contact Us Page	Designing Other Pages
SEO Overview	Google Analytics Tracking Code

### Module 3 - Search Engine Optimization (SEO)

Understanding SEO	SEO Keyword Planning
Meta Tags and Meta Description	Website Content Optimization
Back Link Strategies	Internal and External Links
Optimizing Site Structure	Keywords in Blog and Articles
On Page SEO	Off Page SEO
Local SEO	Mobile SEO
eCommerce SEO	Optimizing with Google Algorithms
Using WebMaster Tool	Measuring SEO Effectiveness
Alexa Report	Competitor Analysis

## Module 4 -Google Analytics and Webmaster Tool

Web Analytics	Integrating with Website
Measurement Metrics	Accounts and Profiles
Analytics Reporting	Sorting, Filter and Time Chart
Audience Segmentation	Traffic and Behaviour Reports
Remarketing Audiences	Goals and Conversion Reports
Developing Intelligence Report	Google Webmaster Tool
Setting up Tool for SEO	Adding and Managing Assets
Integrating WebMaster Tool	Site Map and Site Links
Search Traffic and Links	Google Indexing
Managing Crawl Errors	Managing Security Issues

## Module 5 - Google Plus for Business

G+ Pages Ranks Higher	Google Plus Profile
Google Local Business	Google + Company Page
Posting Contents	Google Hangouts
Social Relevance to G+ in Adwords	Sharing G+ Buttons on Website
HashTags and Mentions	Review and Testimonials
Integration with Website	Adding Contact Links

## Module 6 - Google Adwords and PPC Advertising

### Google Adwords Basics

Understanding Adwords	Google Ad Types
Pricing Models	PPC Cost Formula
Ad Page Rank	Billing and Payments
Adwords User Interface	Keyword Planning
Keywords Control	Creating Ad Campaigns
Creating Text Ads	Creating Ad Groups
Bidding Strategy for CPC	Practical Examples
PPC, CPM, CPA	Other Measuring Tools
Bidding Strategy on Location	Bidding Strategy on Schedule
Bidding Strategy on Devices	Conversion Tracking Code
Designing Image Ads	Creating Animated Ads
Examples on Animated Ads	Creating Video Ads
Youtube Video Promotion	Hi-Jack Competitor's Video Audience
Practical Examples	

## Module 7 - Remarketing Strategies – Advance Level

Re-Marketing Flow	Email Re-Marketing Strategy
Segmentation Re-Marketing Strategy	Facebook ReMarketing
Google Adwords ReMarketing	Marketing Machine Bucket Filling
Dynamic Re-Marketing for eCommerce	Pixeling and Tracking Cycle
Video ReMarketing	Custom Audience ReMarketing

## Module 8 - Affiliate Marketing & Google AdSense

Understanding Affiliate Marketing	Sources to Make Money Online
Selecting Affiliate Program	Applying for an Affiliate
Building Assets for Affiliate Promotion	Payments and Payouts
CPC, CPA, CPI and other metrics	Getting Most Conversions
Day to Day Work Scheduling	Managing Affiliate Accounts
Blogging	Google AdSense Account Setup
Placing Ads on Website	Placing Ads on Blogs
YouTube Video Monetization	Allowing and Blocking Ads
Performance Metrics	AdSense Administration

## Module 9 - E-mail Marketing for Business

Email Marketing – Content Writing

Email Machine – The Strategy	Email Frequency
Why People Don't Buy	The Fuel – Value
Triggers in Email using 4Ps	Sequence of Email Triggers
Email Example – Topic	Email Example – Intro
Email Example – Product	Email Example - Secondary Value
Email Example - Fear	Email Example – Regret
Email Example – Ask for Sales	Email Example – Reinforcement
Email Example – Offers Announcements	Email Example – Urgency
Email Example – Cross Sales	Email Example – Re-Engagement
Email Example – Buyer vs Consumer	

### Email Marketing Advance Level

#### Email Software and Tools

Importing Email Lists	Planning Email Campaign
Email Templates and Designs	Sending HTML Email Campaigns
WebForms Lead Importing	Integrating Landing Page Forms
Campaign Reports and Insights	Segmentation Strategy
Segmentation Lists	Auto-Responder Series
Triggering Auto – Responder Emails	AutoResponder Actions

## Module 10 - Lead Generation & Marketing Automation

Marketing Automation Tools	Email Campaigns
Email Autoresponder	SMS Autoresponder
Creating Landing Page	Landing Page CTA
Lead Generation Strategy	Capturing Leads from Sources
Website Widgets	Lead and List Management
CRM Integration	Sales Integration
Products Integration	Business Reporting
Lead Source Link Building	Lead Tracking Features
WebHooks and Connectors	Complete Automation Strategy

## Module 11 - ecommerce and Payment Gateway

eCommerce Business	Planning eCommerce Website
Product Placements	Product Grouping
Promoting eCommerce Website	Remarketing Products
Understanding Coupon System	Appointing Affiliates for Products
Cross/Up/Down Selling	Payment Gateway in India
Application and Documentation	Collecting Online Payment
Web Store using Payment Gateway	Web Fronts using Payment Gateway
Invoice Payments through Emails	SMS Invoice Payments
Integrating Payment Gateway	Payment Links and its Promotion
Affiliates for Payment Links	

## Module 12 - Face book marketing for Business

Profiles and Pages	Business Categories
Getting Assets Ready	Creating Facebook Pages
Page Info and Settings	Facebook Page Custom URL
Invite Page Likes	Featured Video
Pin Post and Highlights	Scheduling Posts
Facebook Events	Reply and Message
Facebook Insights Reports	Competitor's Facebook Page
Ban User on Facebook Page	Connect with Twitter
Organic v/s Paid	Defining Ad Objective
Performance Matrix	Ad Components
Designing Creative Image	Facebook Ad Structure
Setting Up Facebook Ad Account	Create Ad - Targeting
Create Ad - Budgeting	Create Ad - Creative
Content and CTA	Boosting Page Posts
Page Promotion	Video Promotion
Similar Ads and Audiences	Tracking Pixels Code
Remarketing - Website Visitors	Custom Audiences - Look Alike
Custom Audience - Saved Group	Managing and Editing Ads
Ad Reports and Ad Insights	Billing and Account

## Module 13 - YouTube and Video Marketing

Google Pages for YouTube Channel	Verify Channel
Webmaster Tool – Adding Asset	Custom Channel URL
Associated Website Linking	Channel Links
Channel ART	Channel Keywords
Branding Watermark	Featured Contents on Channel
Channel Main Trailer	Uploading Videos
Uploading Defaults	Creator Library
Practical Examples	Video Thumbnail
Channel Navigation	CTA – Extro
CTA – Annotation	Redirect Traffic to Website
CTA – Cards for Mobile	Post Upload Enhancements
Live Broadcasting	Managing Playlists
Managing Comments	Managing Messages
Monetization with AdSense	Paid Youtube Channel
Channel Analytics	Real Time Analytics

## Module 14 - LinkedIn and Twitter Marketing

LinkedIn - The hub of B2B Networking	Creating LinkedIn Account
Updating Contact Information and Links	Designing Profile and Summary
Managing Connections	Advance Searching
Who Viewed Your Profile	Endorsements - Publishing and Receiving
Creating LinkedIn Company Page	Updating Products and Services Marketing on Twitter & Pinterest
Creating Showcase Pages	Engaging with Updates
Running Paid Campaigns	Recruitment through LinkedIn
LinkedIn Groups	LinkedIn Mobile App

## Module 15 - Case Studies and Practical Assignments

We have experience of running more than 900+ Ad Campaigns. We will share Case Studies and Advance Strategies.

We will also give you Practical Assignments for Website, Ad Designing, and Email Content Writing, Affiliate Promotions, SEO and many more.

So that you not only learn Digital Marketing but you can actually implement Digital Marketing Strategies for you or your client's business

## Module 16 - Google Certification Program Training

Exams are in MCQ Format.

Section 01: Registering Google Certification Program (Free)

Section 02: Training for Google Adwords Certification

Section 03: Training for Google Analytics Certification

Section 05: Sample Test Papers for Google Certification Examination