Digital Marketing Training

Digital Marketing Topics - Pro (40 Hrs)

- **Module 1: Digital marketing Introduction**
  - Introduction to Digital marketing
  - Comparison of Traditional and Digital Marketing
  - Statistics of Digital Marketing
  - Benefits of Digital marketing
  - Latest Digital marketing trends
  - Digital Marketing strategy for websites
  - Challenges in Traditional marketing

- **Module 2: Blog Marketing**
  - What is blog?
  - Types of blogs
  - Benefits of blogging
  - Creating a blog
  - Blog marketing

- **Module 3: Website Designing with CMS**
- Basic Information on Websites
- Benefits of having a website
- Steps to create a website
- Platforms available to create a website
- Create brand new website using CMS
- Web site Concepts
- Introduction to domain names
- Choosing a right hosting company and domain
- Analyzing a website
- Web site maintenance and management
- Mobile sites

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Module 4: Search Engine Optimization (SEO)

- Introduction to SEO
- How Different types of Search engines work?
- Steps for SEO
- Funnel of SEO
- Understanding Google Algorithm
- Types of SEO
- On page SEO
- Off page SEO
- Managing Tags
- Website Audit
- Google Webmasters Tools (Web Console)
- Keyword Research Process
- Competition Analysis
- Google Keyword Planer
- On page Optimization strategies

Landing Page Techniques

- o Elements of landing page
- o Acquiring stunning landing pages
- o WordPress themes & plugins
- o CTA placement & optimization
- o Landing page from third party sites

Off Page SEO

- Off Page Optimization Local SEO Strategies
- Benefits of Using ROBOTS.TXT
- Advantages of Sitemap
- Use of .htaccess file in SEO
- canonicalization in digital marketing
- Social Bookmarking & Social sharing.
- Blog commenting.
- Guest posting.
- Forums Submission.
- Infographics & Image submissions.
- Video Submissions.

- PR (Press Release) Submissions.
- Document and PPT Submissions.
- Directory Submissions.
- Classified Submission.
- Article Submissions.

Content Marketing

- o What is content marketing?
- o Benefits of content marketing
- o What is plagiarism?
- o Content writing standards
- o Social media content

Module 5: Google My Business (GMB)

- What is GMB?
- Importance of GMB in digital marketing
- How to create a Google My Business page?
- Listing services in GMB
- Product listing in GMB
- Store location management in GMB

Module 6: Social Media Marketing

- o Basics of social media marketing
- o Social Media Platforms
- o Social Media Optimization
- o Hashtag & Viral strategy
- o Facebook page, group, events creation
- o Facebook marketing
- o Facebook Paid advertising
- o Instagram profile creation,
- o business account handling
- o Running ads in Instagram
- o Twitter profile creation
- o Creating ads in Twitter
- o LinkedIn Profile management

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WhatsApp Digital Marketing

o   WhatsApp marketing for business

o   Communicate better using texts, images, audio, videos

o   Increase audience engagement

Lead generation

o   How to create your „Bribe„ offer

o   How to create A high Converting page

o   Joining give away events

o   Adding your offer to Thank you page

o   Ad swaps- from third party sites

Hashtag Viral Marketing

o   How to use Hashtags for your business?

o   Find hashtags related to the main key-board

o   Research Trending Hashtag

o   Hashtags on Facebook & Twitter to generate traffic

o   Tracking your Hashtag

o   Tools to detect hashtag strength

Module 7: Youtube Marketing

- Understanding Youtube marketing

- Youtube channel creation

- Youtube ads management

- Video optimization

- Promoting videos on Youtube

- Monetization in Youtube

- SEO for Youtube

- YouTube Analytics

Module 8: Google Ad Sense

o   Planning a website for AdSense

o   What is Google AdSense?

o   Implementing Ads in a Website

o   Managing payments

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Module 9: Affiliate Marketing

- What is Affiliate Marketing?
- Types of Affiliate Marketing
- Making Money using Affiliate Marketing

Module 10: Google Analytics Topics

- Basics of Google analytics
- Tools for website analytics
- Installing Google Analytics
- Parameters of Google Analytics
- Reporting and Analysis

Module 11: Email Marketing

- Benefits of email marketing
- Basics of Email Template Structure
- Setting up email campaigns

Module 12: Search Engine Marketing (SEM)

- Understanding Search ads and Display ads
- Local advertising
- App install Ads

Mobile marketing

- What is mobile marketing?
- Best practices of mobile marketing
- Types of mobile marketing

PPC (Pay Per Click)

- What is Pay Per Click (PPC)?
- Importance & Benefits of PPC
- Pay -per-Click Providers
- Understanding Google AdWords
- Google Adword Structure
- Setting up PPC Campaign
- PPC campaign Navigation
- Understanding "Click-through Rates"
- Understanding impression, Cost/Conversion, Tracking code?
- Google Adword Networks

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- o Search Partners Networks
- o The 'Powered by Google' attribution
- o Network Campaigns
- o Home/Campaigns/Opportunities/Tools & Analysis, Billing my Account

Module 13: Freelancing

- o What is freelancing?
- o How to become a freelancer?
- o Freelancing websites
- o Best practices in freelancing
- o Registering on freelancing websites
- o Forum promotions
- o How to get the first freelancing project?

Module 14: Internet Marketing Strategies

- o How to start a digital marketing agency?
- o Approaches and Strategies to convert your prospective leads to clients
- o Target Oriented Marketing with Analytics

Module 15: Digital Marketing Certifications

- Introduction to Google Certifications
- Google analytics Certification
- Google AdWords Certification

Advanced Digital Marketing Topics - Expert (20 Hrs)

Module 1: CMS

- o Basics of CMS
- o Use of WordPress CMS?
- o WordPress Installation
- o Understanding the Dashboard
- o SEO specific plugins

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Module 2: Online Reputation Management

- o   What is Online reputation management
- o   Why business needs online reputation
- o   Focus areas in ORM
- o   ORM strategy

Module 3: Google Data Studio

- o   What is a Heat map and its importance?
- o   What is a scroll map and its importance?

Module 4: Live Streaming

- o   Learn to use live streaming for online branding
- o   Configuring broadcast settings
- o   Different types of broadcast
- o   Create a scope
- o   Promote & interact with your viewers

Module 5: Webinar Marketing

- o   Webinar marketing & benefits
- o   Logistics, Direct interaction
- o   Launch feedbacks, webinar platforms
- o   Webinar tools and services
- o   Guidelines to a successful webinar

Module 6: Media Buying & Selling

- o   Media planning & Optimization
- o   Programmatic Media buying
- o   Selling & service providers
- o   Media buying campaigns & steps
- o   10 Do‟s for a successful media campaign

Module 7: List Building

- o   List Building techniques
- o   How to design your squeeze page for maximum conversions?
- o   Split testing your squeeze pages
- o   Setting up your Broadcast Schedule
- o   Launching your list building campaign