



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

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

- Elements of landing page
- Acquiring stunning landing pages
- WordPress themes & plugins
- CTA placement & optimization
- 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

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

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

- Twitter profile creation
- Creating ads in Twitter
- LinkedIn Profile management

WhatsApp Digital Marketing

- WhatsApp marketing for business
- Communicate better using texts, images, audio, videos
- Increase audience engagement

• Lead generation

- How to create your 'Bribe' offer
- How to create A high Converting page
- Joining give away events
- Adding your offer to Thank you page
- Ad swaps- from third party sites

• Hashtag Viral Marketing

- How to use Hashtags for your business?
- Find hashtags related to the main key-board
- Research Trending Hashtag
- Hashtags on Facebook & Twitter to generate traffic
- Tracking your Hashtag
- 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

- Planning a website for AdSense
- What is Google AdSense?
- Implementing Ads in a Website
- Managing payments

- **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
- Search Partners Networks
- The 'Powered by Google' attribution

- Network Campaigns
- Home/Campaigns/Opportunities/Tools & Analysis, Billing my Account

- **Module 13: Freelancing**

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

- **Module 14: Internet Marketing Strategies**

- How to start a digital marketing agency?
- Approaches and Strategies to convert your prospective leads to clients
- 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

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

- **Module 2: Online Reputation Management**

- What is Online reputation management
- Why business needs online reputation

- Focus areas in ORM
- ORM strategy

- **Module 3: Google Data Studio**
 - What is a Heat map and its importance?
 - What is a scroll map and its importance?

- **Module 4: Live Streaming**
 - Learn to use live streaming for online branding
 - Configuring broadcast settings
 - Different types of broadcast
 - Create a scope
 - Promote & interact with your viewers

- **Module 5: Webinar Marketing**
 - Webinar marketing & benefits
 - Logistics, Direct interaction
 - Launch feedbacks, webinar platforms
 - Webinar tools and services
 - Guidelines to a successful webinar

- **Module 6: Media Buying & Selling**
 - Media planning & Optimization
 - Programmatic Media buying
 - Selling & service providers
 - Media buying campaigns & steps
 - 10 Do's for a successful media campaign

- **Module 7: List Building**
 - List Building techniques
 - How to design your squeeze page for maximum conversions?
 - Split testing your squeeze pages
 - Setting up your Broadcast Schedule
 - Launching your list building campaign