

### Digital Marketing Training Overview

Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach consumers. The key objective is to promote brands through various forms of digital media.

- Digital marketing includes Internet marketing techniques, such as
  - Search Engine Optimization (SEO)
  - Search Engine Marketing (SEM)
  - Link Building
  - Social Media Marketing
  - Display Advertising
  - Online Marketing
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- Today the world has gone online. It is all about reaching out to this audience. As online marketing channels open a new way to connect with customers, requirement for digital marketing expertise is increasing.
  - Digital channels have become the most crucial of all modern marketing tools. Social Media is fast becoming a constituent of digital marketing. Many businesses use a combination of conventional marketing methods and the digital marketing channel. Digital marketing is fast gaining popularity with marketers as it lets them to track their return on investment (RoI) more accurately compared to other regular marketing channels.
  - Digital marketing training is commonly referred to as online marketing, internet marketing or web marketing.
  - We provide best digital marketing training in Bangalore. The expression digital marketing has grown in recognition over time, predominantly in certain countries. In the U.S., online marketing is widespread, in Italy it is referred as web marketing but in the U.K. and the rest of the world, digital marketing has become the most familiar term. If you observe the top online brands like Amazon, Google, etc., they're all dynamic – taking new approaches to increase or retain their online audiences.
  - To stay ahead you have to optimize. We at Apponix Technologies help you in this with analytics, and once a strategy allows you to get the basics right, then you can continuously improve in the areas of search marketing, and social media marketing.

## Best Digital Marketing Training Institute in Bangalore

- Digital Marketing is a broad term intended for marketing via digital technologies and mainly through the internet. It is about promoting products or services online.
- Due to the growing popularity of marketing via internet, companies are gaining higher profitability and return on investment by adopting digital marketing over traditional marketing. Hence, they seek for skilled professionals to take care of their online marketing front.
- Learning Digital Marketing will help you gain a skill-set that will be quite beneficial to your career – be it a full time or freelancing job. It is up to you to pick what sort of Digital Marketer you wish to be.
- To become an entrepreneur
- To become Freelancer offering Digital Marketing services
- To Become a Digital Marketing Trainer
- Or to earn money online via Blogging or Affiliate networks
- Before deciding to go any longer, it is essential to gain knowledge of what Digital Marketing is all about.

## Why you should learn Digital Marketing?

Digital Marketing is experiencing exponential growth across the world. From being a part of the overall marketing lot, digital media has now become the main focus of every company's marketing plans. As a manager, they need to know how digital media is affecting your company's branding & sales and how you can leverage to stay ahead of competition in the group.

## Objectives of Digital Marketing course?

- After the completion of the Digital Marketing course from Apponix, you will have the following:
- Have a strategic understanding of Digital Marketing
- Understanding on using it for branding and sales of your company.
- Understanding the advantages & limitations
- Get acquainted with Best Practices, Tools & Technologies
- Blend digital and offline marketing
- Plan & manage digital marketing budget.
- Manage Reporting & Tracking Metrics
- Understanding of the future of Digital Marketing and prepare for it
- Paid social media advertising expertise
- Sales skills
- Specific marketing channel expertise
- The ability to think objectively
- The ability to execute and analyze drip marketing campaigns
- A mix of creativity and analytical abilities
- Good copy and visual storytelling abilities

- A loving personality
- An understanding of WordPress
- Self-promotion savvy
- Understanding of brevity
- The ability to analyze quantifiable metrics
- Listening skills
- Agility
- Basic design skills

**Course Duration : 60 Hours**

### **Digital marketing Course Content**

- **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 Application
  - Career opportunities in digital marketing
- **Module 2: Website Designing with CMS**
  - Basic Information of Websites
  
  - Basics of CMS
  - Use of WordPress CMS?
  - WordPress Installation
  - Understanding the Dashboard
  - SEO specific plugins
- **Module 3: Optimizing a Web Site for Online Marketing**
  - Web site Concepts
  - All about Domain names
  - Choosing a right hosting company and domain
  - Analyzing the Website
  - Web site maintenance and management

- Mobile sites

- **Module 4: Search Engine Optimization (SEO)**

- What is SEO
- How Different types of Search engines work?
- Google Analytics
- Search Engine Algorithms and Updates
- Google Webmasters Tools (Web Console)
- Keyword Research Process
- Competition Analysis
- Google Keyword Planer
- On page Optimization strategies
- Off Page Optimization Local SEO Strategies
- Reports and SERP Management
- CMS SEO Plugins
- Benefits of Using ROBOTS.TXT
- Advantages of Sitemap
- Use of .htaccess file in SEO

- **Module 5: Social Media Marketing**

- Basics of social media marketing
- Facebook fan page creatinG
- Facebook marketing
- Facebook Paid advertising
- YouTube marketing

- Twitter marketing
- Google+ marketing
- LinkedIn marketing
- Pinterest marketing

- **Module 6:Email Marketing**

- Collecting email addresses
- Basics of Email Template Structure>
- How to Design Email Templates?
- Sending Mails
- Email Segmentation

- **Module 7: Content Marketing**
    - Article marketing
    - Social media content
    - Web site and email content
    - Online Promotion
  
  - **Module 8: Online Reputation Management**
    - What is Online reputation management
    - Why business needs online reputation
    - Focus areas in ORM
    - ORM strategy
  
  - **Module 9: Google Ad Sense and Affiliate Marketing**
    - Online money earning strategies
    - Planning a website for Ad sense
    - What is Ad sense?
    - Implementing Ads in a Website
    - 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 in website
  
    - Parameters of Google Analytics
    - Reporting and Analysis
    - Goals and Funnels
    - Segmentation and Filters
  
  - **Module 11: Online Advertising**
    - Search ads
    - Display ads
    - Affiliate marketing
    - Social media advertising
    - Local advertising
    - Email advertising
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- **Module 12: Heat Map**
    - What is a Heat map and its importance
    - What is a scroll map and its importance
  
  - **Module 13: Mobile marketing**
    - What is mobile marketing
    - Best practices of mobile marketing
    - Types of mobile marketing
  
  - **Module 14: 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
    - Track your Hashtag impact
    - Speed it up- tools to detect hashtag strength
    - Track your Hashtag impact
  
  - **Module 15: List Building Techniques**
    - 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
  
  - **Module 16: Freelancing Techniques**
    - Freelancing website , best practices
    - Registering on freelancing websites
    - Applying for online jobs
    - Micro job sites-application, & posting
    - Forum promotions Accepting payments
  
  - **Module 17: Whatsapp Digital Marketing**
    - Whatsapp marketing for business
    - Communicate better using texts, images audio,videos
    - Increase audience engagement
    - Reinforce credibility by providing immediate customer support
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- Build long-term relationships & create loyal brand advocates
  
  - **Module 18: 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 19: Webinar Marketing**
    - Webinar marketing & benefits
    - Logistics, Direct interaction
    - Launch feedbacks, webinar platforms
    - Webinar tools and services
    - Guidelines to a successful webinar
  
  - **Module 20: 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 21: 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
  
  - **Module 22: Creating a Blog**
    - Steps to blog marketing success
    - Create your blog- your business details
    - Customize your blog – be professional
    - Posting – Getting the word out
    - Marketing tools-Using them
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- **Module 23: Design Graphics**
    - Graphics effectively communicate
    - Visual representations of information
    - Create your own graphic for clients and social media. In 2017 Graphics will rule
    - Graphics are more appealing than text.
  
  - **Module 24: Landing Page Techniques**
    - Elements of landing page
    - Acquiring stunning landing pages
    - WordPress themes & plugins
    - CTA placement & optimization
    - Landing page from third party sites
  
  - **Module 25: YouTube Marketing**
    - Video optimization
    - Promoting on YOUTUBE
    - Monetization
    - SEO for you tube
    - YouTube Analytics
  
  - **Module 26: PPC Training**
    - What is Pay per Click Marketing
    - Importance & Benefits of PPC
  
    - Other Pay -per-Click Provider
    - What is Google Adwords?
    - How to set up PPC Campaign
    - Google Adword Networks
    - Search Partners-(AOL, Earthlink,
    - Powered by Google, Site Search
  
  - **Module 27: PPC Campaign Setup**
    - Google Adword Structure
    - PPC campaign Navigation
    - Use Multiple Account
    - What is “Click-through Rates”
    - What is impression?
    - What is “Cost/Conversion”?
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- What is Tracking Code?
  
- **Module 28: Display Network Campaign**
  - Home/Campaigns/Opportunities/Tools & Analysis,Billing,My Account
  - Google Certification Support
  
- **Module 29: Digital Marketing Strategies**
  - How to Start a Digital Marketing Agency
  - Where do I get my clients form places and areas to look for?
  - Approach and Strategies to Convert your prospective clients
  - How to Pitch to your clients, prove Digital Marketing is superior
  - Target Oriented Marketing Impress with Analytics
  - Business Extensions with Upsell & Selling multiple products
  
- **Module 30: Become a Certified in 45 Days**
  - Google Analytics
  - Google Adwords