



## 1) Program

In our digital marketing training, candidates will learn the in-depth process of digital marketing and they will be able to explore each and every corner of digital marketing.

The training will include presentation, case studies, mini projects which make them industry ready .

## 2) Certification

Students will be certified in digital marketing and will be eligible for the following industry renowned certification

### Google Academy for Ads Certification (8 Certificates)

- Google Adwords Fundamental Certification
- Google Adwords Search Certification
- Google Adwords Display Certification
- Google Adwords Mobile Certification
- Google Adwords Video Certification
- Google Analytics Individual Qualification
- Google Shopping Certification

## 3) Course Duration:

- 100 Hours

## 4) Social Media & Other Certifications :

- Hubspot Email Marketing Certification
- Venolearn Digital Marketing Certification

## 5) Course Syllabus For Digital Marketing

The extensive syllabus is designed with clear focus on making the candidate industry ready

### Module 1: Digital Marketing Overview

- History of Marketing
- Internet & www
- Email
- Evolution of web browser
- Dotcom Bubble
- Six degrees of separation
- What is marketing?
- Definition of marketing
- Need, want & demand
- 4 P's Of Marketing
- Digital Marketing
- What is digital marketing
- Digital marketing landscape
- Traditional Vs. digital marketing
- Inbound & outbound marketing
- Digital marketing process
- Visibility & Its dimension
- Lead generation
- Retention Strategy
- Performance Evaluation

### Module 2: Website Planning and Development

- Web Development Basics
- Understanding websites, domain names and extensions
- Web servers & Web hosting, Different types of web server
- Integrating web performance and functionality
- Different types of websites- web, mobile, responsive, parallax, static & dynamic (Based on Functionality and Based on Purpose)
- Website planning and Conceptualization
- Deciding on number of pages required
- Planning for Engagement options
- Creating blueprint of every webpage

- Best & Worst Examples
- Identifying objective of website
- Website Designing Tools and Technologies
- Website Wireframes
- Contemporary website designing
- clutter-breaking User Interface (UI) & User Interface (UX)
- Conversion Optimized Website Designs
- Building a website using CMS in Class
- Booking a domain name & web hosting
- Adding domain name to web server
- Adding web pages & content
- Adding plugins
- Top Tools to Evaluating the website
- User Task Analysis
- Readability
- Site Navigability
- Accessibility
- Website Speed
- User Experience

## Module 3: Social Media Marketing

- Facebook Marketing
- Facebook Introduction
- Facebook Glossary
- Differences between personal and business page
- Facebook Trends & case studies
- Successful Marketing
- Understanding Edge rank algorithm
- Using pictures effectively
- Use Facebook to build links
- Facebook business strategies
- Facebook Communities
- Facebook Advertising
- Facebook Insights
- Power editor tool
- Payment Module
- Conversion Tracking of Facebook
- How to increase traffic
- What Works & Case studies
- Twitter
- Introduction twitter
- Establishing a brand

- Twitter Glossary
- How to tweet
- Twitter list
- Twitter marketing strategy
- Promotion of twitter accounts
- How to search twitter for keywords relevant to your business
- Twitter to listen & measure
- twitter advertising
- Hashtags and trends
- Tools for twitter marketing
- Case studies
- LinkedIn
- LinkedIn Introduction
- Company profile Vs. Individual profile
- LinkedIn advertising & practices
- LinkedIn Marketing Strategy
- Growing and managing your contacts in your LinkedIn network
- Company Profile Creation
- Establishing a Corporate Presence
- Groups on LinkedIn
- Increasing Visibility
- Pinterest
- What is Pinterest?
- Pushing out content
- Pinterest for business
- Board creation
- How to Pin
- Widgets for Pinterest
- Videos
- What is video marketing?
- Benefits of video marketing
- Best practice for creating videos
- YouTube for business
- YouTube channel
- YouTube Video Editor
- YouTube marketing
- Traditional & Trueview ads
- Video AD groups
- Targeting & video strategy

## Module 4: SEO or Search Engine Optimization

- Basics of SEO
- The meaning and utility of SEO
- Introduction to SERP
- Understanding different types of Search Engines and their scope
- Grasping the basics of how search engines work
- Major functions of a search engine
- What is Traffic
- Different Types of Traffic
- Evaluating the target niche
- On Page Optimization
- Different Type of Keywords
- Planning keywords for home page, Blog and other pages
- Keyword planning, research, Optimization mix & density
- Keyword Stuffing vs Keyword Placement
- Keyword Research using Google Instant, Ubersuggest, and Google Keyword Planner Tool
- Internal Linking
- Creating Meta, Title, Header Tags etc. for SEO
- Website Verification and Google Webmaster tool
- Sitemap creation and submission in website & webmasters tool
- Rich snippets and Data markup using Google Webmaster Tool
- Use of FTP
- Website Speed Optimization
- Optimizing the website for Crawling & Indexing
- Anchor Text
- URL Code & URL Optimization
- Alt Tags for Images
- Content Guidelines for different pages
- Off Page Optimization
- What is Page Rank and how to increase the Page Rank?
- What is domain Age?
- What is Domain Authority and how to increase the Domain Authority?
- What is Page Authority and how to increase the Page Authority?
- What is Spam Score and how to avoid spam?
- What are back links?
- Types of backlinks
- Link building and their importance
- Link opportunity prospecting & creating link baits

- Link building strategies for your business:
- Easy link acquisition techniques
- Do's and Dont's of link building
- Content Dissemination
- Use of Social media in link building
  
- Link Juice: Its significance and utility
- Black Hat SEO vs White Hat SEO
- Blogs and guest Posts
- Directory, Article, Blog, Infographics, PR submissions
- Local SEO
- Google Businesses & Maps
- Google places optimization
- Classified submissions
- Using H card
- Citations
- NAP (Name Address Place)
- Google Algorithms and updates: Optimization and Recovery
- What is Humming bird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMO Update?
- How to recover your site from Panda, Penguin and EMO?
- How to optimize your site for Google Hummingbird Algorithm?
- SEO Tools (Free and Paid)
- Google Keyword Planner Tool
- Google Instant
- Uber suggest
- Google Webmasters Tool
- Screaming Frog
- Long Tail Pro
- SEO Moz

## Module 5: Content Marketing

- What is content marketing?
- Content marketing strategy
- Content writing process & guidelines
- Keyword research and market research for content ideas
- Client persona & content writing
- Content writing for social media
- Content writing for SEO
- Content marketing for B2B

- Key to successful content marketing
- Visual content marketing
- Content marketing case studies

## Module 6: Inbound Marketing

- What is inbound marketing?
- Why inbound marketing
- Fundamentals of inbound marketing
- The Inbound Methodology: attract, convert, close, delight
- Audience persona
- Getting the right people to your site
- Website optimization for search engines
- Best practices
- Ingredients of successfully optimized website
- Content with purpose
- Importance of content for inbound
- Importance of blogging for inbound
- Traits of great blogs
- Importance of social media in inbound
- How to use social media effectively for inbound
- Social media strategy for inbound
- Analysis for a successful inbound strategy

## Module 7: PPC, SEM & Online Advertising

- PPC & SEM Basics
- What do inorganic search results mean and why are they important
- Understanding PPC advertising: Tips and Tricks
- How to set up Google Adwords account and grasping its essence
- Adwords account structure Campaign, Ad groups, Ads, Keywords
- Different types of advertisement campaigns
- Adwords Algorithm – what is adword rank & how it ranks
- Basics of Quality Score
- Click-through rate (CTR): Importance for online advertising
- Tips for bidding: building competency
- Campaign creation & Management
- Creating the right Search Campaigns
- How to place online advertisements
- Target Search engine queries
- Matching the right keywords
- Basics of Campaign Level Setting
- How to implement location targeting



- CPC- the core of bidding strategy for right target audience
- Bidding strategies: Manual and Auto
- CPA: Optimal Way for Online Advertising
- How to keep your bid strategy flexible
- Ad Extensions: Location, Call and Sitelink Extensions
- Creating Ads: How to advertise Online with a compelling ad copy
- Single ad group model (SKAG)
- Creating your first search campaign live
- Understanding the ad metrics
- How to play with display & destination URLs
- How to write a compelling ad copy
- Tracking ROI
- Importance of conversion tracking
- How to set up a conversion tracking
- Evaluating the statistics
- Adding tracking code
- Optimizing Search Campaigns
- How to optimize your first campaign
- Importance to CTR in optimization
- How to increase the quality score
- How to optimize CPC
- Display network targeting
- Searching for keywords that convert to sales
- How to increase bids for best performing keywords
- Search query report
- Excluding user locations
- Use of review extensions
- Call-to-action Ad copies
- Results for mobile devices with full browsers vs. computers and tablets
- Evaluation of Ad Campaign Statistics
- Analyzing competitor's performance
- Investigation Fraud clicks
- Display Campaign Creation
- Different types of display campaigning and their target audience
- Engagement and re-marketing
- Creation of different Ad Groups
- Ad-scheduling and delivery
- Use of display planner tool
- Organising text ads
- Uploading banner ads
- Remarketing
- What is remarketing

- Setting up an account of remarketing
- Tailored ads and bring back indecisive customers adding custom parameters,
- Creating a feed and delivering customized, higher-performance ads.
- Advance list creation
- Overview of my client centre

## Module 8: E-commerce marketing

- E-commerce definition
- E-commerce website do's and don'ts
- E-commerce best website examples
- E-commerce Organic promotion by SEO
- Affiliate marketing for E-commerce
- Promotion and Purchase - Measuring Effectiveness
- E-commerce marketing planning & Strategy
- Customer Retention and insight
- Customer Relationship Management
- B2C E-commerce Marketing '
- Future Trends

## Module 9: Email Marketing

- What is Email Marketing and how Email Works?
- Bulk Emails: Challenges and the way forward
- Types of Email Marketing – Promotional & Transactional
- List building and web form
- Subscription and Opt-in Process
- Creating a broadcast mail
- Auto Responders
- Mass Mail Campaign
- Best Practices, Tips & Tricks
- Inbox vs Spam
- Top Email Marketing Software explained
- A/B Testing and ROI
- Campaign Analytics
- Automation

## Module 10: Google AdSense and Blogging

- What is Google AdSense
- Creation of AdSense Account

- Approval Process for Google AdSense
- Adding AdSense code to Wordpress
- Tips & Tricks to get Google AdSense Approval
- Using Google AdSense – Hands-on Experience using UI
- Placing and managing Ads on your Blog
- Selection of keywords, insertion and finding niche for your Blog
- Tips & Tricks to increase traffic on your website and clicks on Ads and increase in Revenue
- How to make more than 1 Lakh rupees with Google AdSense
- Optimizes Wordpress Themes and Plugins to enhance AdSense Working

## Module 11: Affiliate Marketing

- Importance of Affiliate Marketing
- Affiliate marketing framework
- Affiliate Marketing Improvement
- Affiliate Marketing History
- Affiliate Marketing Secrets
- How to be affiliate and generate revenues
- Ways to do affiliate marketing
- Affiliate approval process
- Live Examples of Affiliate Marketing
- Top Affiliate Networks All Across the Globe
- Effective ways for Affiliate Marketing

## Module 12: Google Analytics

- Introduction to Google analytics
- How Google Analytics works?
- Understanding Google Analytics account structure
- Understanding Google Analytics Insights
- Understanding Cookie Tracking
- Types of Cookies tracked by Google Analytics
- Starting with Google Analytics
- How to add Analytics code in website
- Understanding Goals & Conversions & How to setup goals?
- Understanding different types of goals
- Understanding Bounce & Bounce rate & How to reduce bounce rate?
- How to setup funnels in goals & Importance of Funnels
- Analyze display advertising, pay-per-click networks and email marketing
- Integrating adwords and other accounts with analytical account

- Link tagging: Basic of set-up procedure
- Understanding & Setting up Filters & Segments
- Viewing customized reports
- Monitoring traffic sources & behaviour
- Implementing corrective actions

## Module 13: Mobile Marketing

- Introduction to Mobile Marketing
- Understanding Mobile Devices
- Pros and Cons of Mobile Marketing
- Text Message or SMS Marketing & QR Code
- Mobile Apps
- Mobile Squeeze Page
- Mobile CPA & affiliate network
- mobile apps uploads for androids & iOS
- Difference between mobile responsive, mobile first & mobile only
- Mobile websites & How to make sites mobile ready
- Mobile advertising
- Ad targeting on App, search engine, etc.
- Social media & Mobile marketing
- Geo & hyper local marketing
- WhatsApp & Instagram
- Mobile Strategy Insights
- Integrated mobile strategy

## Module 14: Lead Generation for Business

- Basics of Lead Generation & Sales funnel
- Understanding Lead Generation for Business
- Importance of Lead Generation
- Understanding Lead nurturing and Lead Funnel
- How to carry out Lead nurturing
- Converting Leads into Sales
- Understanding Lead Funnel
- Steps in Lead nurturing
- Landing Pages
- Understanding Landing Pages
- Landing Page versus Websites
  
- Best Practices to create a Landing Page
- Understanding Thank you Page

- Best Practices to create a Thank-you page
- How ROI is calculated through Landing Page
- A/B Testing and Hands-on Experience
- Understanding A/B Testing and using it
- Selecting Landing Pages after A/B Testing
- Create a LIVE landing page and Thank you Page
- Assignment- Landing Page & Thank you Page

## Module 15: Growth Hacking

- Growth Hacking Basics
- Definition of “growth hacking” , Role of a Growth Hacker
- Famous Growth Hack Case Studies
- Attraction Hacks
- Activation Hacks
- Retention Hacks
- Reap ( Amplification) Hacks + Lean Iterations
- Ready Made Growth Hack Tips & Tricks
- Module 16: Integrated Digital Marketing Strategy
- Marketing Mix
- 7 P’s of service marketing
- An extra P partnership
- Integrated marketing plan
- Communications model
- Ladder of engagement
- Online buying process and it can be supported by content
- Social media marketing KP
- Content Syndication to other platforms
- Digital communications mix for traffic building
- Online PR options

### Fees:

We are looking for a minimum batch of 10 students with the complete training fees including certification fees & taxes at Rs 35,000/- per student