Digital Marketing Course Content

Dear Student,

Based upon your enquiry we are pleased to send you the course curriculum for Digital Marketing

Given below is the brief description for the course you are looking for: -

1. **Digital Marketing Overview**
   a) What is marketing?
   b) What is Digital Marketing? Understanding Marketing Process
   c) Why Digital Marketing Wins Over traditional Marketing ? Understanding Digital Marketing Process
   d) Increasing Visibility What is visibility? Types of visibility Examples of visibility
   e) Visitors Engagement What is engagement? Why it is important? Examples of engagement
   f) Bringing Targeted Traffic
   g) Inbound
   h) Outbound
   i) Converting Traffic into Leads
   j) Types of Conversion
   k) Understanding Conversion Process
   l) Retention
   m) Why it is Important? Types of Retention
   n) Performance Evaluation Why it is Important? Tools Needed

2. **Website Planning & Creation**
   a) Understanding Internet
   b) Difference between Internet & web
   c) Understanding websites
   d) Understanding domain names & domain extensions
   e) What is web server & web hosting Different types of web servers Different types of websites
   f) Based on functionality
   g) Based on purpose
   h) Planning & Conceptualising a Website Booking a domain name & web hosting Adding domain name to web Server Adding web pages & content
   i) Adding Plugins
   j) Building website using CMS in Class Identifying objective of website Deciding on number of pages required Planning for engagement options Creating blueprint of every webpage Best & Worst Examples

3. Email Marketing

a) What is email marketing?
b) How email works?
c) Challenges faced in sending bulk emails
d) How to overcome these challenges?
e) Types of email marketing- Opt-in & bulk emailing
f) What is opt-in email marketing? Setting up email marketing account
g) Best platforms to do opt-in email marketing
h) Setting up lists & web form Creating a broadcast email What are auto responders? Setting up auto responders How to do bulk emailing?
i) Best practices to send bulk emails
j) Tricks to land in inbox instead of spam folder
k) Top email marketing software's & a glimpse of how to use them
l) Improving ROI with A/B testing

4. Lead Generation For Business

a) Understanding lead generation for business Why lead generation is important? Understanding landing pages
b) Understanding thank-you page
c) Landing page vs website
d) Best practices to create a landing page Best practices to create a thank-you page Practical exercise-creating a landing page Types of landing pages
e) Reviewing landing pages created by trainees
f) What is A/B testing? How to do A/B testing
g) Selecting landing pages after A/B testing
h) PPC Advertising
i) Google AdWords
j) Google AdWords Overview
k) Understanding inorganic search results
l) Introduction to Google Adwords & PPC advertising
m) Overview of Microsoft Adcenter (Bing & Yahoo)
n) Setting up Google Adwords account
o) Understanding Adwords account structure
p) Campaigns, Adgroups, Ads, Keywords, etc
q) Types of Advertising campaigns- Search, Display, Shopping & video
r) Difference between search & display campaign
s) Understanding Adwords Algorithm
t) How does Adwords rank ads
u) Understanding Adwords algorithm (adrank) in
v) Detail with examples

w) What is quality score
x) Why quality score is important
y) What is CTR?
z) Why CTR is important?
aa) Understanding bids
bb) Creating Search Campaigns
cc) Types of Search Campaigns - Standard,
dd) All features, dynamic search & product listing
ee) Google merchant center.
ff) Creating our 1st search campaign
gg) Doing campaign level settings
hh) Understanding location targeting
ii) Different types of location targeting
jj) What is bidding strategy?

5. **PPC Advertising Google Adwords**
    a) Understanding different types of bid strategy
    b) Manual
    c) Auto
    d) Advanced level bid strategies
    e) Enhanced CPC
    f) CPA
    g) What are flexible bidding strategies?
    h) Understanding flexible bidding strategy
    i) Pros & Cons of different bid strategies
    j) Understanding ad-extensions
    k) Types of ad-extensions
    l) Adding ad-extensions in our campaign
    m) Creating adgroups
    n) Finding relevant adgroups options using tools
    o) Creating adgroups using tool
    p) Understanding keywords
    q) Finding relevant keywords
    r) Adding keywords in ad-group
    s) Using keyword planner tool
    t) Understanding types of keywords
    u) Board, Phrase, exact, synonym & negative
    v) Examples of types of keywords
    w) Pros and cons of diff. types of
    x) keywords

y)   Creating ads

z)   Understanding ad metrics

aa) Display & destination URL

bb) How to write a compelling ad copy

cc) Best & worst examples of ads

dd) Creating ads

ee) Tracking Performance/Conversion

ff) What is conversion tracking?

gg) Why is it important

hh) How to set up conversion tracking

ii) Adding tracking code in your website

jj) Checking conversion stats

kk) Optimizing Search Campaigns

ll) How to optimize campaigns at the time of creation?

mm)   Optimizing campaign via adgroups

nn) Importance of CTR in optimization

oo) How to increase CTR

pp) Importance of quality score in optimization

qq) How to increase quality score

rr) Importance of negative keywords in optimization

ss) Evaluating campaign stats

tt) Optimizing with conversion report

uu) Optimizing with keywords

vv) Optimizing performing keywords

ww)   Optimizing non performing keywords

xx) How to decrease CPC

yy) Analyzing your competitors performance

zz) Creating Display Campaign

aaa)   Types of display campaigns-

bbb)   All features, Mobile app,

ccc) Remarketing, Engagement

ddd)   Creating 1st display campaign Difference in search & display campaign settings

eee)   Doing campaign level settings Understanding CPM bid strategy Advance settings

fff) Ad-scheduling

ggg)   Ad-delivery

hhh)   Understanding ads placement

iii) Creating different ad groups

jjj) Using display planner tool

kkk)   Finding relevant websites for ads placement

lll) Creating text ads

mmm) Creating banner ads using tools

nnn) Uploading banner ads

ooo) Optimizing Display Campaign

ppp) Remarketing

qqq) What is remarketing?

rrr) Setting up remarketing campaign

sss) Creating Remarketing lists

ttt) Advanced Level list creation

uuu) Custom audience

6. **Google Analytics**
   a) Introduction to Google Analytics
   b) How Google analytics works
   c) Understanding Google analytics account structure
   d) Understanding Google analytics insights
   e) Understanding cookie tracking
   f) Types of cookie tracking used by Google analytics
   g) Starting with Google analytics
   h) How to set up analytics account
   i) How to add analytics code in website
   j) Understanding goals and conversions
   k) How to setup goals
   l) Understanding different types of goals
   m) Understanding bounce & bounce rate
   n) Difference between exit rate & bounce rate
   o) How to reduce bounce rate
   p) How to set up funnels in goals
   q) Importance of funnels
   r) How to integrate adwords and analytics account
   s) Benefits of integrating adwords & analytics
   t) Measuring performance of marketing campaigns via Google analytics
   u) What is link tagging
   v) How to set up link tagging
   w) Understanding filters & segments
   x) How to set up filters & segments
   y) How to view customized reports
   z) Monitoring traffic sources
   aa) Monitoring traffic behavior
   bb) Taking corrective actions if required

7. **Social Media Marketing**
    a) What is Social Media?
    b) Understanding the existing Social Media paradigms & psychology
    c) How social media marketing is different than others
    d) Forms of Internet marketing
    e) Facebook marketing
    f) Understanding Facebook marketing
    g) Practical session 1
    h) Creating Facebook page
    i) Uploading contacts for invitation
    j) Exercise on fan page wall posting
    k) Increasing fans on fan page
    l) How to do marketing on fan page (with examples)
    m) Fan engagement
    n) Important apps to do fan page marketing
    o) Facebook advertising
    p) Types of Facebook advertising
    q) Best practices for Facebook advertising
    r) Understanding Facebook best practices
    s) Understanding edgerank and art of engagement
    t) Practical Session 2
    u) Creating Facebook advertising campaign
    v) Targeting in ad campaign
    w) Payment module- CPC vs CPM vs CPA
    x) Setting up conversion tracking
    y) Using power editor tool for adv.
    z) Advanced Facebook advertising using tools like Qwaya
    aa) Linkedin Marketing What is LinkedIn? Understanding LinkedIn
    bb) Company profile vs Individual profiles
    cc) Understanding Linkedin groups
    dd) How to do marketing on LinkedIn groups
    ee) Linkedin advertising & it's best practices
    ff) Increasing ROI from LinkedIn ads
    gg) Linkedin publishing
    hh) Company pages
    ii) Adv on linkedIn
    jj) Display vs text
    kk) Twitter Marketing
    ll) Understanding Twitter
    mm)   Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex

nn) How to do marketing on Twitter

oo) Black hat techniques of twitter marketing

pp) Advertising on Twitter

qq) Creating campaigns

rr) Types of ads

ss) Tools for twitter marketing

tt) Twitter Advertising

uu) Twitter Cards

vv) Video Marketing

ww) Understanding Video Campaign

xx) Creating 1st Video Campaign

yy) Importance of video marketing

zz) Benefits of video marketing

aaa) Uploading videos on video marketing websites

bbb) Using youtube for business

ccc) Developing youtube video marketing Strategy

ddd) Bringing visitors from youtube videos to your website

eee) Creating Video ADgroups

fff) Targeting Options

ggg) Understanding Bid Strategy

8. **Search Engine Optimization**

   a) What is SEO

   b) Introduction to SERP

   c) What are Search Engines

   d) How Search Engines Works

   e) Google Search Engine Architecture

   f) Search Engine Algorithms

   g) Google Algorithm Updates

   h) Page Rank Technology

   i) Google operator to find anything

   j) What are keywords

   k) Different Types of Keywords

   l) Keyword Research Methodology

   m) Keywords Analysis Tools

   n) Google Adwords Keyword Tool

   o) Competition Analysis

   p) Finding the good keywords

   q) Localized Keywords Research

   r) Domain Names and age factor in SEO

s) Keyword Optimization

t) Content Optimization and Planning

u) Internal pages linking

v) Social media share plugins

w) Title Tag Optimization

x) Meta Tags Creation

y) Image Tag Optimization

z) Anchor Links Optimization

aa) Google webmaster tool and website varification

bb) Iframes / Frames affect on SEO

cc) Sitemap creation and submission to google

dd) URL Rewrite Techniques

ee) Using Robot.txt

ff) Malware Removal Guidelines

gg) FTP uses to upload website data

hh) What is Domain Authority

ii) Method to increase Domain Authority

jj) What is Page Rank

kk) How to increase page rank

ll) What are Back links

mm) Types of Back links

nn) What is link Building

oo) Types of Link Building

pp) Do's and Dont's of Link Building

qq) Types of Contents

rr) Infographic, Lists, Howto guides etc

ss) Importance of Content Marketing

tt) What is Local SEO

uu) Google Business Places ,Map

vv) NAP (Name Address Place)

ww) Local Reviews

xx) Local OnPage SEO Factors

yy) Classified Submission

zz) Keyword Stuffing and Keyword Placement

aaa) Top tools for SEO

bbb) Monitoring SEO Process

ccc) Preparing SEO Reports

ddd) How to create SEO strategy for your business

eee) WordPress famos SEO plugins

fff) What is link Juice ?

ggg)   What is Domain Authority

hhh)   What is Page Authority

iii)   What is Google Panda Algorithm

jjj)   What is Google Penguin

kkk)   What is Google EMD update

lll)   How to save our site from Google Panda, Penguin, EMD updates

mmm) How to recover our site from Google Panda, Penguin, EMD updates

nnn)   Introduction to Google Webmaster Tool

ooo)   How Google Webmaster Tool Works

ppp)   Using Google Webmaster Tool to find errors in website

qqq)   Understanding Google Webmaster Tool to optimize website

rrr)   Various process in Google Webmaster Tool

9. Online Display Advertising

a)   What is Online Advertising?

b)   Types of Online Advertising

c)   Display Advertising Banner ads Rich Media ads

d)   Pop ups and Pop under ads

e)   Contextual advertising In Text ads

f)   In Image ads In video ads In page ads

g)   What are Payment Modules?

h)   Companies that provide online advertising solution Tracking & Measuring ROI of online adv. Assignment on allocating funds to various

i)   Different Online advertising platforms

j)   Creating Banner Ads Using Tools

10. Ecommerce Marketing

a)   What is ecommerce?

b)   Top ecommerce websites around the world & it's scenario in India

c)   Payment Gateways, Merchant Accounts & Logistics for physical goods.

d)   Integrating Woocommerce and setting up an ecommerce store on WordPress.

e)   Affiliate Marketing by promoting products which looks like an ecommerce store.

f)   How to do Google Product Listing Ads (PLA) for ecommerce websites.

g)   How to do SEO for an ecommerce website.

11. Mobile Web Marketing

a)   Understanding Mobile Devices

b)   Mobile Marketing and Social Media

c)   Mobile Marketing Measurement and Analytics

d)   Fundamentals of Mobile Marketing

e) Key industry terminology

f) Creating mobile website through wordpress

g) Using tools to create mobile websites Using tools to create mobile app Advertising on mobile (App & Web)

h) Targeting ads on Apps Targeting ads via location Targeting ads on search engine

i) Content Marketing on mobile

j) Mobile strategy-segmentations option targeting and differentiation

k) Mobile marketing mix

l) SMS marketing

m) Creating mobile application

n) Uploading mobile app in Android and iOS

12. Content Marketing

a) What is Content Marketing? Introduction to content marketing Objective of content marketing

b) Content marketing 7 step strategy building process types of content with examples

c) How to write great compelling content Keyword research for content ideas Optimizing content for search engines Discussing authority blog

d) Steps towards developing authority blog

e) Ways to monetizing authority blog

f) How to market your content?

g) Debate- Doesn't great content just spread by itself

h) Understanding second customer Importance of second customer How to increase second customer Understanding online influencers

i) ways to connect with online influencers unique ways to write magnetic headlines examples of magnetic headlines

j) How to increase opt-in email list with content marketing with examples

13. Online Reputation Management

a) What is online reputation management?

b) Why online reputation management is need of hour

c) Understanding ORM scenario

d) How to deal with criticism online

e) 15 ways to create positive brand image online

f) Step by step guide to overcome negative online reputation

g) Best examples of online reputation management

14. Creating Digital Marketing Strategy/Doubt Sessions

a) Let's talk Execution Strategy

15. Affiliate Marketing

Want to be your own boss...?

Entrepreneurial modules

b) What is affiliate marketing?
c) 3 A's of affiliate marketing
d) Affiliate marketing scenario in India
e) Different ways to do affiliate marketing
f) Affiliate marketing secrets
g) Live examples of how people are making money as an affiliate
h) Getting your started as an affiliate
i) Getting you approved as an affiliate from India's top affiliate agencies
j) Some of the top affiliate network in the world

16. Adsense & Blogging
a) What is adsense?
b) How to get approved for adsense?
c) Using your adsense account interface
d) Placing ads on your blog
e) Creating blogs with our FREE theme

17. How To Grab Freelancing Projects?