Digital Marketing

Duration - 6 Months

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✦ Images in Photoshop and Image Ready

- File BrowserWelcome Window
- Introduction
- System Requirements
- Image size and resolution
- Scanning Images
- creating new images
- Opening, importing & placing images
- Placing Files

✦ Digital Marketing Overview

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why Digital Marketing Wins Over traditional Marketing ?
- Understanding Digital Marketing Process

1. Increasing Visibility
- ✓ What is visibility?
- ✓ Types of visibility
- ✓ Examples of visibility

2. Visitors Engagement
- ✓ What is engagement?
- ✓ Why it is important?
- ✓ Examples of engagement

3. Bringing Targeted Traffic
- ✓ Inbound
- ✓ Outbound

4. Converting Traffic into Leads
- ✓ Types of Conversion
- ✓ Understanding Conversion Process

5. Retention
- ✓ Why it is Important?
- ✓ Types of Retention

6. Performance Evaluation
- ✓ Why it is Important?
- ✓ Tools Needed

✦ Website Planning & Creation

- Understanding Internet
- Difference between Internet & web
- Understanding websites
- Understanding domain names & domain extensions
- What is web server & web hosting
- Different types of web servers
- **Different types of websites**
- ✓ Based on functionality
- ✓ Based on purpose
- **Planning & Conceptualising a Website**
- ✓ Booking a domain name & web hosting
- ✓ Adding domain name to web Server
- ✓ Adding webpages & content
- ✓ Adding Plugins
- **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

✦ Email Marketing

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to over come these challenges?

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- Types of email marketing– Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form
- Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing

✧ **Lead Generation For Business**
- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- 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
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing

✧ **PPC Advertising Google AdWords**
- **Google AdWords Overview**
✓ Understanding inorganic search results
✓ Introduction to Google Adwords & PPC advertising
✓ Overview of Microsoft Adcenter (Bing & Yahoo)

✓ Setting up Google Adwords account
✓ **Understanding Adwords account structure**
  a. Campaigns, Adgroups, Ads, Keywords, etc
  b. Types of Advertising campaigns– Search,
  c. Display, Shopping & video
  d. Difference between search & display campaign
- **Understanding Adwords Algorithm**
✓ How does Adwords rank ads
✓ Understanding Adwords algorithm (adrank) in
✓ detail with examples
✓ What is quality score
✓ Why quality score is important
✓ What is CTR?
✓ Why CTR is important?
✓ Understanding bids
- **Creating Search Campaigns**
✓ Types of Search Campaigns – Standard,
✓ All features, dynamic search & product listing
✓ Google merchant center.
✓ Creating our 1st search campaign
✓ Doing campaign level settings
✓ Understanding location targeting
✓ Different types of location targeting
✓ What is bidding strategy?
- **Understanding different types of bid strategy**
✓ Manual
✓ Auto
- **Advanced level bid strategies**
✓ Enhanced CPC
✓ CPA
- **What are flexible bidding strategies?**

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- Understanding flexible bidding strategy
- Pros & Cons of different bid strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Finding relevant adgroups options
- using tools
- Creating adgroups using tool
- **Understanding keywords**
  - ✓ Finding relevant keywords
  - ✓ Adding keywords in ad-group
  - ✓ Using keyword planner tool
  - ✓ Understanding types of keywords
  - ✓ Board, Phrase, exact, synonym & negative
  - ✓ Examples of types of keywords
  - ✓ Pros and cons of diff. types of keywords
- **Creating ads**
  - ✓ Understanding ad metrics
  - ✓ Display & destination URL
  - ✓ How to write a compelling ad copy
  - ✓ Best & worst examples of ads Creating ads
- **Tracking Performance/Conversion**
  - ✓ What is conversion tracking?
  - ✓ Why is it important
  - ✓ How to set up conversion tracking
  - ✓ Adding tracking code in your website
  - ✓ Checking conversion stats
- **Optimizing Search Campaigns**
  - ✓ How to optimize campaigns at the time of creation?
  - ✓ Optimizing campaign via adgroups
  - ✓ Importance of CTR in optimization
  - ✓ How to increase CTR
  - ✓ Importance of quality score in optimization
  - ✓ How to increase quality score
  - ✓ Importance of negative keywords in optimization
  - ✓ Evaluating campaign stats
  - ✓ Optimizing with conversion report
  - ✓ Optimizing with keywords

- ✓ Optimizing performing keywords
- ✓ Optimizing non performing keywords
- ✓ How to decrease CPC
- ✓ Analyzing your competitors performance
- **Creating Display Campaign**
  - ✓ Types of display campaigns-All features, Mobile app,Remarketing, Engagement
  - ✓ Creating 1st display campaign
  - ✓ Difference in search & display campaign settings
  - ✓ Doing campaign level settings
  - ✓ Understanding CPM bid strategy
  - ✓ Advance settings
  - ✓ Ad-scheduling
  - ✓ Ad-delivery
  - ✓ Understanding ads placement
  - ✓ Creating diff. adgroups
  - ✓ Using display planner tool
  - ✓ Finding relevant websites for ads placement
  - ✓ Creating text ads
  - ✓ Creating banner ads using tools
  - ✓ Uploading banner ads
- Optimizing Display Campaign
- **Remarketing**
  - ✓ What is remarketing?
  - ✓ Setting up remarketing campaign
  - ✓ Creating Remarketing lists
  - ✓ Advanced Level list creation
  - ✓ Custom audience

- ✦ **Google Analytics**
  - Introduction to Google Analytics
  - How Google analytics works
  - Understanding Google analytics account structure
  - Understanding Google analytics insights
  - Understanding cookie tracking

- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required

✧ Social Media Marketing
- What is Social Media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing
- **Facebook marketing**
  - ✓ Understanding Facebook marketing
  - ✓ Practical session 1
    - a. Creating Facebook page
    - b. Uploading contacts for invitation
    - c. Exercise on fan page wall posting
  - ✓ Increasing fans on fan page

- ✓ How to do marketing on fan page (with examples)
- ✓ Fan engagement
- ✓ Important apps to do fan page marketing
- ✓ Facebook advertising
- ✓ Types of Facebook advertising
- ✓ Best practices for Facebook advertising
- ✓ Understanding Facebook best practices
- ✓ Understanding edgerank and art of engagement
- ✓ Practical Session 2
  - d. Creating Facebook advertising campaign
  - e. Targeting in ad campaign
  - f. Payment module– CPC vs CPM vs CPA
  - g. Setting up conversion tracking
  - h. Using power editor tool for adv.
  - i. Advanced Facebook advertising using tools like Qwaya
- **Linkedin Marketing**
  - ✓ What is LinkedIn?
  - ✓ Understanding LinkedIn
  - ✓ Company profile vs Individual profiles
  - ✓ Understanding Linkedin groups
  - ✓ How to do marketing on LinkedIn groups
  - ✓ Linkedin advertising & it's best practices
  - ✓ Increasing ROI from LinkedIn ads
  - ✓ Linkedin publishing
  - ✓ Company pages
  - ✓ Adv on linkedIn
  - ✓ Display vs text
- **Twitter Marketing**
  - ✓ Understanding Twitter

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- ✓ Tools to listen & measure Influence on Twitter TweetDeck, Klout, PeerIndex
- ✓ How to do marketing on Twitter
- ✓ Black hat techniques of twitter marketing
- ✓ Advertising on Twitter
- ✓ Creating campaigns
- ✓ Types of ads
- ✓ Tools for twitter marketing
- ✓ Twitter Advertising
- ✓ Twitter Cards
- ● **Video Marketing**
- ✓ Understanding Video Campaign
- ✓ Creating 1st Video Campaign
- ✓ Importance of video marketing
- ✓ Benefits of video marketing
- ✓ Uploading videos on video marketing websites
- ✓ Using youtube for business
- ✓ Developing youtube video marketing Strategy
- ✓ Bringing visitors from youtube videos to your website
- ✓ Creating Video ADgroups
- ✓ Targeting Options
- ✓ Understanding Bid Strategy

- ✧ **Search Engine Optimization(SEO)**
  - ● What is SEO?
  - ● Introduction to SERP
  - ● What are search engines?
  - ● How search engines work
  - ● Major functions of a search engine
  - ● What are keywords?
  - ● Different types of keywords
  - ● Google keyword planner tool
  - ● Keywords research process
  - ● Understanding keywords mix
  - ● Google Operator : So that you can find anything on the web
  - ● **On page optimization**
  - ✓ What are primary keywords, secondary keywords and tertiary keywords?
  - ✓ Keywords optimization

- ✓ Content optimization & planning
- ✓ Understanding your audience for content planning
- ✓ What is the difference between keywords stuffing & keyword placement
- ✓ Internal linking
- ✓ Meta tags creation
- ✓ Creating Webpage in HTML
- ✓ Using google webmasters tool & website verification
- ✓ Sitemap creation & submission in website & webmasters
- ✓ How to write an optimized content
- ✓ How to write a content for article, blog and press release
- ● **Off Page optimization**
- ✓ What is Domain Authority?
- ✓ How to increase Domain Authority
- ✓ What are back links?
- ✓ Types of back links
- ✓ What is link building?
- ✓ Types of link building
- ✓ Do's and Dont's of link building
- ✓ Link building strategies for your business
- ✓ Easy link acquisition techniques
- ● **Local SEO**
- ✓ Google places optimization
- ✓ Classified submissions
- ✓ Using H card
- ✓ Citation
- ● Top tools for SEO
- ● Monitoring SEO process
- ● Preparing SEO reports
- ● How to create SEO Strategy for your business
- ● What is link juice?
- ● Importance of domain and page authority
- ● How to optimize exact keywords for your business

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- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update
- How to recover your site from Panda, Penguin and EMD

✧ Online Display Advertising

- What is Online Advertising?
- Types of Online Advertising
- **Display Advertising**
  - ✓ Banner ads
  - ✓ Rich Media ads
  - ✓ Pop ups and Pop under ads
- **Contextual advertising**
  - ✓ In Text ads
  - ✓ In Image ads
  - ✓ In video ads
  - ✓ In page ads
- What are Payment Modules?
- Companies that provide online advertising solution
- Tracking & Measuring ROI of online adv.
- Assignment on allocating funds to various
- Different Online advertising platforms
- Creating Banner Ads Using Tools

✧ Ecommerce Marketing

- What is ecommerce?
- Top ecommerce websites around the world & it's scenario in India
- Difference between E-Commerce software and Shopping Cart software
- Payment Gateways, Merchant Accounts & Logistics for physical goods.
- Integrating Woocommerce and setting up an ecommerce store on WordPress.
- Affiliate Marketing by promoting products which looks like an ecommerce store.
- Case studies on ecommerce websites.

- How to do Google Product Listing Ads (PLA) for ecommerce websites.
- How to do SEO for an ecommerce website.

✧ Mobile Web Marketing

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile Marketing
- Key industry terminology
- Creating mobile website through wordpress
- Using tools to create mobile websites
- Using tools to create mobile app
- **Advertising on mobile (App & Web)**
  - ✓ Targeting ads on Apps
  - ✓ Targeting ads via location
  - ✓ Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy–segmentations option targeting and differentiation
- Mobile marketing mix
- SMS marketing
- Creating mobile application
- Uploading mobile app in Android and iOS

✧ Content Marketing

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 18 types of content with examples
- How to write great compelling content
- Keyword research for content ideas

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- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing

✧ **Online Reputation Management**
- What is online reputation management?
- Why online reputation management is need of hour
- Understanding ORM scenario
- How to deal with criticism online
- 10 Online reputation management Commandments
- 15 ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation
- Best examples of online reputation management

✧ **Affiliate Marketing**
- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history

- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- How your trainer makes money in affiliate marketing?
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate network in the world
- How to get approved as an affiliate by world's top affiliate company-commission junction www.cj.com
- Trainers shares his secrets of affiliate marketing
- Story telling- trainer shows his live example of how he is making money these days as an affiliate

✧ **Adsense & Blogging**
- What is adsense?
- How to get approved for adsense?
- Cool trick to get adsense approval by Google
- Using your adsense account interface
- Placing ads on your blog
- Creating blogs with our FREE theme
- Then we will share 1 secret method Through which you will make money with adsense

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