

Digital Marketing Course Details

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Digital Marketing Overview

- 1) What is marketing?
- 2) What is Digital Marketing?
- 3) Understanding Marketing Process?
- 4) Understanding Digital Marketing
 - A) Increasing Visibility
 - What is visibility?
 - Types of visibility
 - Examples of visibility
 - B) Visitors Engagement
 - What is engagement?
 - Why it is important?
 - Examples of engagement
 - C) Bringing Targeted Traffic
 - Inbound
 - Outbound
 - D) Converting Traffic to Leads
 - Types of Conversion
 - Understanding Conversion Process
 - E) Retention
 - Why it is Important?
 - Types of Retention
 - F) Performance Evaluation
 - Why it is Important?

Social Media Marketing

- 1) What is social media?
- 2) Understanding the existing Social Media paradigms & psychology
- 3) How social media marketing is different than others Forms of Internet marketing
- 4) Facebook Marketing
 - A) Understanding Facebook marketing
 - B) Practical session 1
 - Creating Facebook page
 - Uploading contacts for invitation
 - Exercise on fan page wall posting
 - C) Increasing fans on fan page
 - D) How to do marketing on fan page (with examples)
 - E) Fan engagement
 - F) Facebook advertising
 - G) Types of Facebook advertising
 - H) Best practices for Facebook advertising
 - I) Understanding Edgerank and art of engagement
 - J) Practical Session
 - Creating Facebook advertising campaign
 - Targeting in ad campaign
 - Payment module- CPC vs CPM vs CPA
 - Setting up conversion tracking
 - Advance Facebook advertising using tools like Qway

5) LinkedIn Marketing

- A) What is LinkedIn?
- B) Understanding LinkedIn
- C) Company profile vs Individual profiles
- D) Understanding LinkedIn groups
- E) How to do marketing on LinkedIn groups
- F) LinkedIn advertising & its best practices
- G) Increasing ROI from LinkedIn ads
- H) Company pages
- I) Adv on LinkedIn
- J) Display vs text

6) Twitter Marketing

- A) Understanding Twitter
- B) Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- C) Advertising on Twitter
- D) Creating campaigns
- E) Types of ads
- F) Tools for twitter marketing
- G) Twitter Cards

7) Video Marketing

- A) Understanding Video Campaign
- B) Creating 1st Video Campaign
- C) Importance of video marketing
- D) Benefits of video marketing
- E) Uploading videos on video marketing websites
- F) Using youtube for business
- G) Developing youtube video marketing Strategy
- H) Bringing visitors from youtube videos to your website
- I) Creating Video AD groups
- J) Targeting Options
- K) Understanding Bid Strategy

- 8) Instagram Marketing
 - A) Understanding Instagram
 - B) Objective of Marketing on Instagram
 - C) How to do marketing on Instagram
 - D) Advertising on Instagram
 - E) Creating campaigns
 - F) Types of ads
 - G) Tools for Instagram marketing

Email Marketing

- 1) What is Email Marketing?
- 2) How Email Works?
- 3) Challenges faced in sending Bulk Emails
- 4) How to overcome these challenges?
- 5) Types of email marketing opt-in & Bulk Emailing?
- 6) What is opt-in email marketing?
- 7) Setting up email marketing account
- 8) Best Platforms to do opt-in email marketing
- 9) Setting up lists & Web Forms
- 10) Creating a broadcast email
- 11) What are auto responders?
- 12) Setting up an auto responders
- 13) How to do bulk emailing?
- 14) Best practice to send bulk emails
- 15) Tricks to land in inbox instead of spam folder
- 16) Top Email marketing software's & glimpse of how to use them

PPC & Google Ad Words

- 1) Google Ad Words Overview
 - A) Understanding inorganic search results
 - B) Introduction to Google Ad Words & PPC advertising
 - C) Understanding adwords account structure
 - Campaigns, Ad groups, Ads, Keywords, etc
 - Types of Advertising campaigns- Search, Display, Shopping & videos
 - Difference between search & display campaign
- 2) Understanding Ad Words Algorithm
 - A) How does Ad Words rank ads?
 - B) Understanding Ad Words algorithm (adrank) in detail with examples
 - C) What is quality score
 - D) Why quality score is important?
 - E) What is CTR?
 - F) Why CTR is important?
 - G) Understanding bid
- 3) Creating Search Campaign
 - A) Types of Search Campaigns - Standard,
 - B) All features, dynamic search & product listing
 - C) Google merchant center.
 - D) Creating our 1st search campaign
 - E) Doing campaign level settings
 - F) Understanding location targeting
 - G) Different types of location targeting
 - H) What is bidding strategy?
 - I) Understanding different types of bid strategy
 - Manual
 - Auto
 - J) Advanced level bid strategies
 - Enhanced CPC
 - CPA

- K) What are flexible bidding strategies?
- M) Pros & Cons of different bid strategies
- N) Understanding ad-extensions
- O) Types of ad-extensions
- P) Adding ad-extensions in our campaign
- Q) Creating ad groups
- R) Finding relevant ad groups options using tools
- S) Creating ad groups using tool
- T) 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
- U) Creating ads
 - Understanding ad metrics
 - Display & destination URL
 - How to write a compelling ad copy
 - Best & worst examples of ads Creating ads
- 4) Tracking Performance / Conversion
 - A) What is conversion tracking?
 - B) Why is it important?
 - C) How to set up conversion tracking?
 - D) Adding tracking code in your website
 - E) Checking conversion stats
- 5) Optimizing Search Campaign
 - A) How to optimize campaigns at the time of creation?
 - B) Optimizing campaign via Ad groups
 - C) Importance of CTR in optimization
 - D) How to increase CTR
 - E) Importance of quality score in optimization

- F) How to increase quality score
 - G) Importance of negative keywords in optimization
 - H) Evaluating campaign stats
 - I) Optimizing with conversion report
 - J) Optimizing with keywords
 - K) Optimizing performing keywords
 - L) Optimizing non performing keywords
 - M) How to decrease CPC
- 6) Creating Display Campaign
- A) Types of display campaigns All features, Mobile app, Remarketing, Engagement
 - B) Creating 1st display campaign
 - C) Difference in search & display campaign settings
 - D) Doing campaign level settings
 - E) Understanding CPM bid strategy
 - F) Advance settings
 - G) Ad-scheduling
 - H) Ad-delivery
 - I) Understanding ads placement
 - J) Creating diff. adgroups
 - K) Using display planner tool
 - L) Finding relevant websites for ads placement
 - M) Creating text ads
 - N) Creating banner ads using tools
 - O) Uploading banner ads
- 7) Optimizing Display Campaign
- 8) Remarketing
- A) What is remarketing?
 - B) Setting up remarketing campaign
 - C) Creating Remarketing lists
 - D) Advanced Level list creation
 - E) Custom audience

Google Analytics

- 1) Introduction to Google analytics
- 2) How Google analytics works
- 3) Understanding Google analytics account structure
- 4) Understanding Google analytics insights
- 5) Understanding cookie tracking
- 6) Types of cookie tracking used by Google analytics
- 7) Starting with Google analytics
- 8) How to set up analytics account
- 9) How to add analytics code in website
- 10) Understanding goals and conversions
- 11) How to setup goals
- 12) Understanding different types of goals
- 13) Understanding bounce & bounce rate
- 14) Difference between exit rate & bounce rate
- 15) How to reduce bounce rate
- 16) How to set up funnels in goals
- 17) Importance of funnels
- 18) How to integrate ad words and analytics account
- 19) Benefits of integrating ad words & analytics
- 20) Measuring performance of marketing campaigns via Google analytics
- 21) What is link tagging
- 22) How to set up link tagging
- 23) Understanding filters & segments
- 24) How to set up filters & segments
- 25) How to view customized reports
- 26) Monitoring traffic sources
- 27) Monitoring traffic behaviour
- 28) Taking corrective actions if required

Search Engine Optimization (SEO)

- 1) What is SEO?
- 2) Introduction to SERP
- 3) What are search engines?
- 4) How search engines work
- 5) Major functions of a search engine
- 6) What are keywords?
- 7) Different types of keywords
- 8) Google keyword planner tool
- 9) Keywords research process
- 10) Understanding keywords mix
- 11) Google Operator : So that you can find anything on the web
- 12) On page optimization
 - A) What are primary keywords, secondary keyword and tertiary keywords?
 - B) Keywords optimization
 - C) Content optimization & planning
 - D) Understanding Your audience for content planning
 - E) What is the difference between keywords stuffing & keyword placement
 - F) Using Google webmasters tool & website verification
 - G) Sitemap creation & submission in website & webmasters
 - H) How to write an optimized content
 - I) How to write a content for article, blog and press release
- 13) Off Page Optimization
 - A) What is domain authority?
 - B) How to increase Domain authority
 - C) What are back links?
 - D) Types of back links
 - E) What is link building?
 - F) Types of link building Do's and Dont's of link

building

G) Link building strategies for your business

- 14) Top tools for SEO
- 15) Monitoring SEO process
- 16) Preparing SEO reports
- 17) How to create SEO Strategy for your business
- 18) What is link juice?
- 19) Importance of domain and page authority
- 20) How to optimize exact keywords for your business

Online Display Advertisement

- 1) What is online advertising?
- 2) Types of Online Advertising
- 3) Display Advertising
 - Banner ads
 - Rich Media ads
 - Pop ups and Pop under ads
- 4) Contextual advertising
 - In Text ads
 - In Image ads
 - In video ads
 - In page ads
- 5) What are Payment Modules?
- 6) Companies that provide online advertising Solution
- 7) Tracking & Measuring ROI of online adv.
- 8) Assignment on allocating funds to various different Online advertising platforms
- 9) Creating Banner Ads Using Tools

Website Planning & Creation

- 1) Understanding Internet
- 2) Difference between Internet and Web
- 3) Understanding Website
- 4) Understanding Domain Names & Domain Extensions
- 5) What is Web Server & Web Hosting
- 6) Different Types of Web Servers
- 7) Different Types of Websites
 - Based on Functionality
 - Based on Purpose
- 8) Planning & Conceptualizing Website
 - Booking a domain Name and webhosting
 - Adding Domain Name to web server
 - Adding Webpages & Content
 - Adding Plugins
- 9) 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

Mobile Web Marketing

- 1) Understanding Mobile Devices
- 2) Mobile Marketing and Social Media
- 3) Fundamentals of mobile marketing
- 4) Key industry terminology
- 5) Creating mobile website through wordpress
- 6) Using tools to create mobile websites
- 7) Using tools to create mobile app Advertising on mobile (App & Web)
 - A) Targeting ads on Apps
 - B) Targeting ads via location
 - C) Targeting ads on search engine
- 8) Content Marketing on mobile
- 9) Mobile strategy-segmentations option targeting and differentiation
- 10) Mobile marketing mix
- 11) SMS marketing
- 12) Creating mobile application
- 13) mobile app in Android and iOS

E-Commerce Marketing

- 1) What is ecommerce?
- 2) Top ecommerce websites around the world & it's scenario in India
- 3) Difference between E-Commerce software and Shopping Cart software
- 4) Payment Gateways, Merchant Accounts & Logistics for physical goods.
- 5) Integrating Woo-commerce and setting up an ecommerce store on WordPress.
- 6) Affiliate Marketing by promoting products which looks like an ecommerce store.
- 7) Case studies on ecommerce websites.
- 8) How to do Google Product Listing Ads (PLA) for ecommerce websites.
- 9) How to do SEO for an ecommerce website

Lead Generation for Business

- 1) Understanding lead generation for business
- 2) Why lead generation is important?
- 3) Understanding landing pages
- 4) Understanding thank-you page
- 5) Landing page vs website
- 6) Best practices to create a landing page
- 7) Best practices to create a thank-you page
- 8) Types of landing pages
- 9) What is A/B testing?
- 10) How to do A/B testing
- 11) Selecting landing pages after A/B testing
- 12) Converting leads into sales

Content Marketing

- 1) What is Content marketing?
- 2) Introduction to content marketing
- 3) Objective of content marketing
- 4) Content marketing 7 step strategy building process
- 5) How to write great compelling content
- 6) Keyword research for content ideas
- 7) Optimizing content for search engines
- 8) How to market your content?
- 9) Debate- Doesn't great content just spread by itself
- 10) Understanding second customer
- 11) Importance of second customer
- 12) How to increase second customer
- 13) Understanding online influencers
- 14) 10 ways to connect with online influencers
- 15) 35 unique ways to write magnetic headlines

Online Reputation Management

- 1) What is online reputation management?
- 2) Why online reputation management is need of hour
- 3) Understanding ORM scenario
- 4) How to deal with criticism online
- 5) 10 Online reputation management Commandments
- 6) 15 ways to create positive brand image online
- 7) Understanding tools for monitoring online reputation
- 8) Step by Step guide to overcome negative online reputation
- 9) Best examples of online reputation management

Affiliate Marketing

- 1) What is affiliate marketing?
- 2) 3 A's of affiliate marketing
- 3) How people make millions of dollar in affiliate marketing?
- 4) Affiliate marketing history
- 5) Changes in affiliate marketing industry over the year
- 6) Affiliate marketing scenario in India
- 7) How to be a super affiliate?
- 8) Different ways to do affiliate marketing

Ad sense & Blogging

- 1) What is Ad sense?
- 2) How to get approved for Ad sense?
- 3) Cool trick to get Ad sense approval by Google
- 4) Using your Ad sense account interface
- 5) Placing ads on your blog
- 6) Creating blogs with our FREE theme
- 7) Then we will share 1 secret method Through which you will make money with Ad sense