



1. Digital Marketing Overview

Course Module:

- ❖ What is Digital Marketing?
- ❖ What is Marketing
- ❖ Understanding Digital Marketing Process
- ❖ Visitors Engagement
- ❖ Increasing Visibility
- ❖ Converting Traffic into Leads
- ❖ Performance Evaluation

2. Website Planning and creation

Course Module:

- ❖ Understanding Internet
- ❖ Understanding Website
- ❖ What is Web Server and Hosting?
- ❖ Planning of website
- ❖ Adding WebPages and contents

3. E-Mail Marketing

Course Module:

- ❖ What is E- Mail Marketing?
- ❖ How it works?
- ❖ How to land mail in inbox instead of spam?
- ❖ How to set up mail marketing Account?
- ❖ Types of mail marketing
- ❖ How to do bulk mailing?

4. PPC Advertising (Google Adwords)

Course Module:

- ❖ Google Adwords Overview
- ❖ Setting up Google Adwords Account
- ❖ Understanding of ads, campaign, adgroups
- ❖ Adwords Algorithms
- ❖ What is Quality Score and how is it important?
- ❖ What is Bid and its strategy?
- ❖ Understanding of Ad- extensions
- ❖ Creating ad groups
- ❖ Understanding and role of Keywords
- ❖ How to create ad?
- ❖ Optimizing Search Campaigns
- ❖ Creating And Optimizing Display Campaign
- ❖ Remarketing

5. Search Engine Optimization

Course Module:

- ❖ What is SEO?
- ❖ What are Search Engines and how is it works?
- ❖ Functions of search Engines
- ❖ What are Keywords?
- ❖ **ON Page Optimization**
- ❖ **OFF Page Optimization**

6. Lead Generation

Course Module:

- ❖ What is Lead Generation ?
- ❖ Landing Page and Website
- ❖ How to create Landing Page?
- ❖ Converting Leads Into Sales

7. E-Commerce Marketing

Course Module:

- ❖ What is E- Commerce
- ❖ Understanding of E- Commerce and Shopping Cart
- ❖ Types of Online Advertising
- ❖ SEO for an E- commerce website

8. Google Analytics

Course Module:

- ❖ What is Google Analytics?
- ❖ Set up analytics account
- ❖ Set up goals
- ❖ Set up link tagging
- ❖ Understanding of Exist rate and bounce rate
- ❖ How to setup funnel?
- ❖ How to integrate analytics
- ❖ About Filters and segments

9. Social Media Marketing

Course Module:

- ❖ What is Social Media Marketing?
- ❖ Effective Social Media Strategy
- ❖ Forms of Internet Marketing
- ❖ Face book Marketing
- ❖ Face book advertising
- ❖ Targeting in ad campaign
- ❖ LinkedIn Marketing
- ❖ Twitter Marketing
- ❖ Video Marketing
- ❖ Paid Campaign on Social Media Platform

10. Content Marketing

Course Module:

- ❖ What is Content Marketing?
- ❖ How to write Content?
- ❖ Optimizing Contents
- ❖ Keyword Research for content writing
- ❖ Develop Authority Blog
- ❖ Market your Content
- ❖ Online Influencers
- ❖ How to write Magnetic Headlines?

11. Google Adsense

Course Module:

- ❖ What is adsense?
- ❖ How to get approval for adsense?
- ❖ Adsense account Interface
- ❖ Placing ads on blog
- ❖ Creating Blog
- ❖ Make money with adsense

Call For More Information

+91-7210018919