



## Course Outline

# Diploma in Digital Marketing

## What You Learn?

The only digital marketing training program where you get in-depth knowledge of all the 17 modules of digital marketing with practical hands-on exposure.

1. Digital Marketing Overview
2. Website Planning & Creation
3. Search Engine Optimization (SEO)
4. Lead Generation For Business
5. PPC Advertising Google Adwords
6. Google Analytics
7. Online Display Advertising
8. Ecommerce Marketing
9. Content Marketing
10. Online Reputation Management
11. Affiliate Marketing
12. Social Media Marketing
13. Creating Digital Marketing Strategy
14. How To Grab Freelancing Projects?

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## Digital Marketing Overview

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- What is marketing?
- What is digital marketing?
- Understanding Marketing Process.
- Why Digital Marketing wins over traditional Marketing?
- Understanding Digital Marketing Process
  - Visitors Engagement
    - What is engagement?
    - Why it is important?
    - Examples of engagement
  - Bringing Targeted Traffic
    - Inbound
    - Outbound
  - Converting Traffic into Leads
    - Types of Conversion
    - Understanding Conversion Process
  - Retention
    - Why it is Important?
    - Types of Retention
  - Performance Evaluation
    - Why it is Important?
    - Tools Needed

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## Module One (Three Months)

### Website Planning & Creation

- Understanding Internet
- Difference between Internet & web
- Understanding domain names & domain extensions
- What is web server & web hosting
- Different types of websites
  - Based on static
  - Based on dynamic
- Planning & Conceptualizing a Website
  - Booking a Domain Name & webhosting
  - Adding domain Name to web Server
  - Adding webpages & content
  - Adding Plugins
- Building website using CMS
  - Identifying objective of website
  - Deciding on Number of Pages Required
  - Planning for Engagement Options

- Different types of banner ads
- Storyboarding your ad
- Screen resolution issue

#### • WordPress

- What is Web Hosting
- What is HTTP & FTP?
- Installing WordPress
- What is WordPress?
- One Click Installation
- Login
- Brief Overview of Admin Panel
- Update General Setting; Privacy, User Profile.
- WordPress with Search Engines Optimization
- SEO based URL.
- Categorizing Your Posts
- Best Practices when linking
- Great E-commerce Template with WooCommerce
- installing WooCommerce Plugin
- Define Settings
- Add Products Categories, New Products, Price and Shipping etc.
- WordPress Theme Installing
- Preview and install a new theme
- Create & add a new Logo
- Create Pages
- Set up a static home Page
- Create a blog page to display all Posts (articles) etc.
- Create Pages – about us, contact us, map Trash Pages

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- Sharing your content on other social networks
- Posting to Twitter, Facebook
- Adding 'Share' Buttons
- Adding a newsletter
- Blog, Add Post, Delete a post, Add Widgets, Media
- Define Payment method Orders, Currency, Billing, Apply Woocommerce in your theme

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## Search Engine Optimization(SEO)

- **What is SEO?**
- **Introduction to SERP**
- **What are search engines?**
- **How search engines work**
- **What are keywords?**
- **Different types of keywords**
- **Google keyword planner tool**
- **Keywords research process**
- **Understanding keywords mix**
- **On page optimization**
  - What are primary keywords, secondary keyword and tertiary keywords?
  - Keywords optimization
  - Content optimization & planning
  - Understanding Your audience for content planning
  - What is the keywords stuffing & keyword placement
  - Internal linking
  - Meta tags creation
  - 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
  - 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**
- **What is Google Panda Algorithm?**
- **What is Google Penguin?**
- **What is Google EMD Update?**

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## 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 view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior

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## Module Two (Three Months)

### 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
- What is landing page testing?
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing



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## PPC Advertising Google Adwords

- **Google Adwords Overview**
    - Understanding inorganic search results
    - Introduction to Google adwords& PPC advertising
    - Overview of Microsoft Adcenter
    - Setting up Google adwords account
    - Understanding adwords account structure
      - Campaigns, Adgroups, Ads, Keywords, etc
      - Types of Advertising campaigns- Search, Display, Shopping & video
      - Difference between search & display campaign
  - **Understanding Adwords Algorithm**
    - How does adwords rank ads
    - Understanding adwords algorithm (adrank) in
    - 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?
  - 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 negative
    - Examples of types of keywords
  - **Creating ads**
    - Understanding ad metrics
    - Display & destination URL
    - 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/sce 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
    - Ad-scheduling
    - Ad-delivery

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- 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
  - Custom Audience

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## Online Display Advertising

- What is online advertising?
- Types of Online Advertising
- Display Advertising
  - Banner ads
  - Rich Media 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.
- Different Online advertising platforms
- Creating Banner Ads Using Tools

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## Ecommerce Marketing

- What is ecommerce?
- 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 SEO for an ecommerce website.

## Mobile Web Marketing

- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of mobile marketing
- Creating mobile website through wordpress
- create mobile websites
- 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

## Content Marketing

- What is Content marketing?
- Introduction to content marketing
- Objective of content marketing
- types of content with examples
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Understanding customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- write magnetic headlines
- examples of magnetic headlines

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## Online Reputation Management

- What is online reputation management?
- Why online reputation management is need of hour
- How to deal with criticism online
- 10 Online reputation management Commandments
- 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
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from
- 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](http://www.cj.com)

## 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
    - Creating Facebook page
    - Uploading contacts for invitation
    - 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
- **Twitter Marketing**
  - Understanding Twitter
  - 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

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- Types of Facebook advertising
- Best practices for Facebook advertising
- Understanding facebook best practices
- Understanding edgerank and art of engagement
- Practical Session 2
  - Creating Facebook advertising campaign
  - Targeting in ad campaign
  - Setting up conversion tracking
  - Using power editor tool for adv.
  - Advance 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 best practices
  - LinkedIn publishing
  - Company pages
- 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
- **Google+**
  - Google+ for Branding
  - Google+ for Sales
  - Google+ for SEO
  - Tools, Services, and Management
  - Tracking Activity and Results
- **Classified Posting**
  - OLX
  - Pinterest
  - Stumbleupon

