

Advance Digital Marketing Marketing Training Program

Duration: 150 hrs.



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OBJECTIVE OF THE TRAINING

To make you an expert in marketing any business online by providing In-depth Knowledge Along with Practical Exposure



To make you earn money online by doing affiliate marketing and adsense blogging as a part time or full time freelancer.



BECOME A GOOGLE CERTIFIED PROFESSIONAL

(1 Training Program - 8 Certifications)

1) 6 Adwords Certification- To become AdWords Certified, you'll need to pass the AdWords Fundamental exam and one of the other AdWords exams. DSIM will prepare and help you to clear all these exams

- Adwords Fundamental
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising
- Mobile Advertising

2) Google Analytics Certification

3) Industry Recognized DSIM Certificate

**BATCH
DETAILS**

**EVENING
BATCHES**

**WEEKEND
BATCHES**

**SUNDAY
BATCHES**

**“ LEARN HOW TO MARKET
A BUSINESS ONLINE JUST
LIKE EXPERTS AND
AGENCIES DO IT ”**

17

**MODULES,
ONE TRAINING
PROGRAM.....**





- What is marketing?
- What is digital marketing?
- Understanding Marketing Process
- Why Digital Marketing Wins Over traditional Marketing ?
- Understanding Digital Marketing Process
 - Increasing Visibility
 - What is visibility?
 - Types of visibility
 - Examples of visibility
 - Visitors Engagement
 - What is engagement?
 - Why it is important?
 - Examples of engagement
 - Bringing Targeted Traffic
 - Inbound
 - Outbound
 - Conversion Leads
 - Types of Conversion
 - Understanding Conversion Process
 - Retention
 - Why it is Important?
 - Types of Retention
 - Performance Evaluation
 - Why it is Important?
 - Tools Needed

1

DIGITAL MARKETING OVERVIEW

2

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 server ●
- Different types of websites ●
 - Based on functionality ●
 - Based on purpose ●
- Planning & Conceptualising a Website ●
 - Identifying objective of website ●
- Deciding on Number of Pages Required ●
- Planning for Engagement Options ●
- Creating Blueprint of Every webpage ●
- Best & Worst Examples ●
- Building website using CMS in Class ●
- Booking a Domain Name & webhosting ●
 - Adding domain Name to web Server ●
 - Adding webpages & content ●
 - Adding Plugins ●

3 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 is traffic?
- Different types of traffic
- 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
 - Keywords optimization
 - Content optimization & planning
 - Understanding Your audience for content planning
 - Adding social media plug-in on web pages
 - Internal linking
 - Meta tags creation
 - Creating Webpage in HTML
 - Using google webmasters tool & website verification
 - Sitemap creation and submission in website & webmasters
 - What is FTP?
 - How to use FTP?
- Off Page optimization
 - What is domain authority?
 - How to increase Domain authority?
 - What is page rank?
 - How to increase page rank?
 - 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
 - Link opportunity prospecting & creating link baits
 - Types of Content on Digital World - Infographic, Podcast, Video
 - Importance of Content Marketing
 - Content Scaling and social media in link building
- Local SEO
 - Local SEO
 - Google places optimization
 - Classified submissions
 - Using H card
 - Citation
 - NAP (Name Address Place)
- what is primary keywords, secondary keyword and tertiary keywords ?
- What is the difference between keywords stuffing and keyword placement ?
- how to write an optimized content ?
- How to write a content for article, blog and press release ?
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- Top plugins for wordpress ?
- what is link juice ?
- what is domain authority?
- what is page authority?
- Importance of domain and page authority?
- How to optimize exact keyword for your bussiness?
- How to optimize your site for Google Hummingbird Algorithm?
- 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?

4

PPC ADVERTISING WITH 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
 - Campaigns, Adgroups, Ads, Keywords, etc
 - Types of Advertising campaigns- Search, Display, Shopping & video
 - Difference between search & display campaign

● UNDERSTANDING ADWORDS ALGORITHM

- How 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- CPC
- Understanding different types of bid strategy
 - Manual
 - Auto
- Advanced level bid strategies
 - Enhanced CPC
 - CPA
- Flexible bid 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 tool
- Creating adgroups using tool
- Understanding keywords
 - Finding relevant keywords
 - Adding keywords in ad-group
 - Using keyword planner tool
 - Understanding types of keywords
 - Broad, 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
- Detecting fraud clicks

● CREATING DISPLAY CAMPAIGN

- Types of display campaigns- All features, Mobile app, Remarketing, Engagement
- Creating 1st
- Difference in search & display campaign settings
- Doing campaign level settings
- Understanding CPM bid strategy
- Doing advanced 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
- Example of good/bad banner ads display campaign

● OPTIMIZING DISPLAY CAMPAIGN

- Remarketing
 - What is remarketing?
 - Setting up remarketing campaign
 - Creating Remarketing lists
 - Advanced Level list creation



5

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

- What is social media?
- Understanding the existing Social Media paradigms and psychology
- How social media marketing is different than other forms of Internet marketing?
- Marketing on social networking websites
- What is viral marketing and its importance
- Facebook marketing
 - Understanding Facebook marketing
 - Facebook glossary
 - Facebook fan page vs profile vs group
 - Practical session 1
 - Creating Facebook page
 - Uploading contacts for invitation
 - Adding Facebook plugins in website
 - Creating external tabs in Facebook page
 - 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

6

SOCIAL MEDIA MARKETING



- Facebook Marketing Tips
 - Understanding facebook best practices learn the lingo
 - Understanding edgerank and art of engagement
 - Case studies-
 - Most engaging page on facebook
 - Using 3rd party applications on facebook
 - Facebook analytics- (free-paid)
- Practical Session 2-
 - Creating Facebook advertising campaign
 - Targeting in ad campaign
 - Payment module- CPC vs CPM vs CPA
 - Setting up conversion tracking
 - Using power editor tool for adv.
 - Advance Facebook advertising using tools
- Linked in Marketing
 - What is linkedin ?
 - Understanding LinkedIn
 - Company profile vs Individual profiles
 - Marketing on LinkedIn groups
 - Understanding LinkedIn groups
 - How to do marketing on LinkedIn groups ?
 - LinkedIn advertising & it best practices
 - Increasing ROI form linkedin ads
- 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
 - Case studies on Twitter marketing
 - Tools for Twitter marketing
- 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

EMAIL MARKETING

- What is email marketing?
- How email works
- Challenges faced in sending bulk emails
- How to over come these challenges
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- 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

8

ONLINE
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 online advertising Platforms
- Creating Banner Ads Using Tools

9

ECOMMERCE
MARKETING

- What is e commerce ?
- Top ecommerce websites around the world
- Ecommerce scenario in india
- How to do SEO of an e commerce website
- Why you need a solid ecommerce marketing strategy
- Formulating right ecommerce marketing strategy
- Using affiliate marketing to promote your ecommerce business

10

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
- 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

- 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
 - Targeting ads on telecoms data
- 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

MOBILE WEB MARKETING 11

12

**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
- 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?
- 5 top examples of content marketing from around the world
- Case study on content marketing

13

**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

14

CREATING DIGITAL MARKETING STRATEGY / DOUBT SESSIONS

RELAX...!

Lets talk strategy
&
Solve Your Queries

YIPEE..! ITS TIME TO MAKE SOME MONEY...

- 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 and make tons of money
- Diffrent 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 bt 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

15

AFFILIATE MARKETING

**ADSENSE &
BLOGGING**

16

- 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 software
- Then we will share 1 secret method through which you will make money with adsense
- You got to give us 300 hours and we will make sure that you make Rs 1,50,000 every month.

**HOW TO GRAB
FREELANCING
PROJECTS**

17



**BECOME A GOOGLE
CERTIFIED PROFESSIONAL**



**LEARN FROM
INDUSTRY EXPERTS**



**LEARN A-Z OF
DIGITAL MARKETING**



**FREE SOFTWARES
WORTH INR 20500/-**

10



**FREE BACKUP
& DOUBT SESSIONS**



**INDUSTRIAL
CASE-STUDIES**

**REASONS
TO JOIN US**



**GROUP & INDIVIDUAL
ASSIGNMENTS**



**BUILD YOUR
OWN WEBSITE**



**FEEDBACK
8.6/10**



**COMPREHENSIVE
PRACTICAL TRAINING**