Advance Digital Marketing Marketing Training Program

Duration: 150 hrs.



An ISO 9001-2008 Certified Organisation Software Solution & Training Provider

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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

















- 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

DIGITAL MARKETING OVERVIEW



- Understanding Internet
- Difference between Internet & web
 - Understanding websites
- Understanding domain names & domain extentions
 - 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
 - Beat & Worst Examples
 - Building website using CMS in Class
 - Booking a Domain Name & webhosting
 - Adding domain Name to web Server
 - Adding webpages & content
 Adding Plugins



- 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, seconday keyword and tertiary keywords?
- What is the difference between keywords stuffing and keyword palcement?
- 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?

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 strategyPros & 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
 - 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
- 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





- 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 diffrent 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



- 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

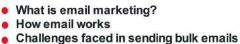


- Understanding Twitter
- Tools to listen & measure Influence on
- Twitter: TweetDeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of twitter marketing
- Advertising on Twitter
- Case studies on Twitter marketing
- Tools for Twitter marketing

Video Marketing

- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benifits 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





- Unalleriges raced in seriality back 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

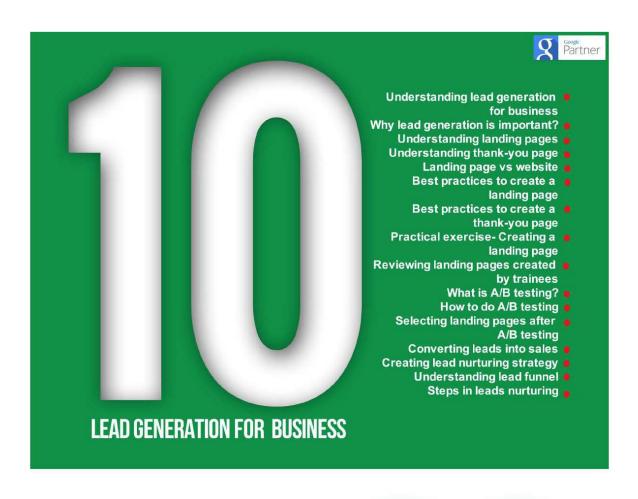




- What is online advertising
- Types of Online Advertising Display Advertising
 - Banner ads •
 - Rich Media ads .
- Pop ups and Pop under ads Contextual advertising •
 - In Text ads
 - In Image ads •
 - In video ads
 - In page ads •
 - What are Payment Modules
- Companies that provide online advertising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

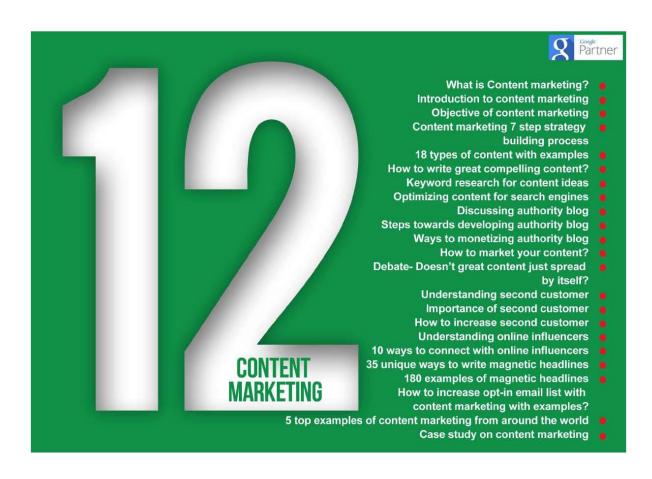
- What is e commerce?
- Top ecommerce websites around the world
- Ecommerce scenario in india
- How to do SEO of an e commerce website
- Why you need a solid ecommerce marketing strategy
- Formulating right ecommerce
- marketing strategy
 Using affiliate marketing to promote your ecommerce business





- 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 telecos 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 iox



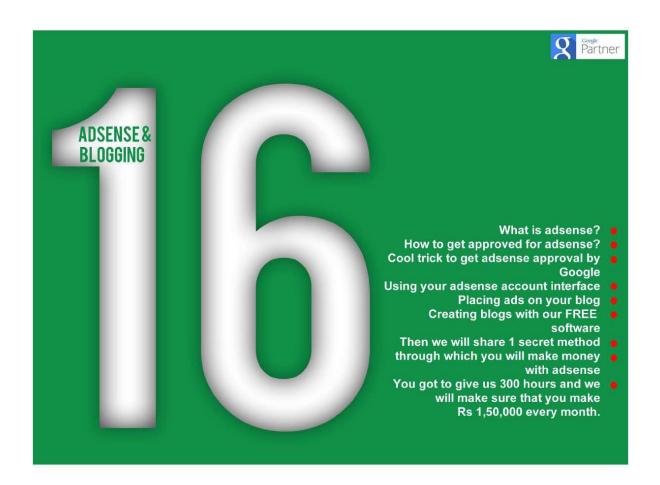






- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate and make tons of money
- 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





HOW TO GRAB FREELANCING PROJECTS























