

DIGITAL MARKETING (48 Hours)

INTRODUCTION TO DIGITAL MARKETING (BASICS OF DIGITAL MARKETING)

What is Digital Marketing?

Evolution of Digital Media

Digital Marketing Ecosystem

Digital Marketing Process

Scope of Digital Marketing

Digital Marketing Vs Traditional Marketing

Web ecosystem, website, domain, sub domain

HTML, CMS.

WEBSITE MANAGEMENT (UI) – ON PAGE OPTIMIZATION – PART OF SEO

Domain Management

Web Hosting Management

Navigation, Layouts, color scheme, fonts

Keywords Research from Google Keyword planner

Creating Mobile Friendly Website

Meta tags — Descriptions, Keywords, Robots, Author, Country

Image naming – Image descriptions ALT tag creation

Redirection Tags, Heading tags (H1 to H6)

Anchor Text , link title

Content writing, SEO friendly content writing

SEO (SEARCH ENGINE OPTIMIZATION) – OFF PAGE OPTIMIZATION

What is organic search?

What is Google Page rank and how to increase it

What is Back linking, Importance of back linking

Business Listing, Search Engine Submission

Portal Submission, Article submission

Press Release submission, Blog posting

Social Networking, social bookmarking

Increasing website visit through blogging, Social Media

Comment writing

GOOGLE AD-WORDS & DISPLAY ADS (PPC)

Google Ad words Concept

Pay Per Click Overview (PPC)

Devising PPC Strategy

Google Ad-word account Set Up

Landing Page—UI / UX , Call to Action

Ad Writing Techniques

Setting Billing Preferences

Setting Up Campaign

Managing Different Campaign

Creating Ad Groups

Ad writing skill

Finalizing key words — Keywords, Negative keywords

Optimizing Quality Score

Click Through Rate (CTR)

Display & Video Formats

Google Analytics

Reporting system

Measuring ROI

GOOGLE ANALYTICS & WEBMASTER

Four Basic Components of Google Analytics -

Collection, Processing, Configuration & Reporting

Data Type: Dimensions Vs Metrics

Visitors, Visit, Page views, Events, Time bases Metrics, Bounce rate, Event Tracking

SOCIAL MEDIA MARKETING (SOCIAL MEDIA OPTIMIZATION)

What is social Media & its impact on business

Face Book — Building & Managing Fan base, Promotional Strategy

Facebook Marketing

Types of Facebook ads, Facebook ads Vs Google Ad words

Slide share, Flickr, Google+, other social media platform

Real world to online socializing

EMAIL MARKETING & MOBILE MARKETING

Email Marketing Tool / Email marketing software

Creating Account for Email Marketing

Email Lists / data

Email Content – Relevance, Timing, Incentive, Creative, attributes

Designing Emailers, Email template model

Rolling Out Emailers

Finding Subscribers to Emailers

Viral emails, third party email newsletter

Setting up account for Bulk SMS

Naming the Campaign & SMS

SMS Content

WhatsApp Marketing

ONLINE REPUTATION MANAGEMENT

Getting Started with Online Reputation Management

Creating online reputation

Listening to Online Audience

Establishing Reputation

Domain Based Project and Assignment's

DIGITAL MARKETING (16 Hours) Workshop

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