



---

## Training: Digital Marketing Program (Expert)

---

### 01 Digital Marketing Overview

1. What is Digital Marketing?
2. Understanding Marketing Process
3. Why Digital Marketing Wins Over traditional Marketing ?
4. Understanding Digital Marketing Process
  - i. Increasing Visibility
    1. What is visibility?
    2. Types of visibility
    3. Examples of visibility
  - ii. Visitors Engagement
    1. What is engagement?
    2. Why it is important?
    3. Examples of engagement
  - iii. Bringing Targeted Traffic
    1. Inbound
    2. Outbound
  - iv. Converting Traffic into Leads
    1. Types of Conversion
    2. Understanding Conversion Process
  - v. Retention
    1. Why it is Important?
    2. Types of Retention
  - vi. Performance Evaluation
    1. Why it is Important?
    2. Tools Needed

### 02 Website Planning &

1. Understanding Internet
2. Difference between Internet & web
3. Understanding websites
4. Understanding domain names & domain extensions
5. What is web server & web hosting
6. Different types of web servers
7. Different types of websites
  - a. Based on functionality
  - b. Based on purpose
8. Planning & Conceptualising a Website
  - a. Booking a domain name & web hosting

- b. Adding domain name to web Server
  - c. Adding webpages & content
  - d. Adding Plugins
- 9. Building website using CMS in Class
  - a. Identifying objective of website
  - b. Deciding on number of pages required
  - c. Planning for engagement options
  - d. Creating blueprint of every webpage
  - e. Best & Worst Examples

### 03 Email Marketing

1. What is email marketing?
2. How email works?
3. Challenges faced in sending bulk emails
4. How to over come these challenges?
5. Types of email marketing- Opt-in & bulk emailing
6. What is opt-in email marketing?
7. Setting up email marketing account
8. Best platforms to do opt-in email marketing
9. Setting up lists & web form
10. Creating a broadcast email
11. What are auto responders?
12. Setting up auto responders
13. How to do bulk emailing?
14. Best practices to send bulk emails
15. Tricks to land in inbox instead of spam folder
16. Top email marketing software's & a glimpse of how to use them
17. Improving ROI with A/B testing

### 04 Lead Generation For Business

1. Understanding lead generation for business
2. Why lead generation is important?
3. Understanding landing pages
4. Understanding thank-you page
5. Landing page vs website
6. Best practices to create a landing page
7. Best practices to create a thank-you page
8. Practical exercise-creating a landing page
9. Types of landing pages
10. Reviewing landing pages created by trainees
11. What is A/B testing?
12. How to do A/B testing
13. Selecting landing pages after A/B testing
14. Converting leads into sales
15. Creating lead nurturing strategy
16. Understanding lead funnel
17. Steps in leads nurturing

1. Google AdWords Overview
  - a. Understanding inorganic search results
  - b. Introduction to Google Adwords & PPC
  - c. advertising
  - d. Overview of Microsoft Adcenter (Bing & Yahoo)
  - e. Setting up Google Adwords account
  - f. Understanding Adwords account structure
    - i. Campaigns, Adgroups, Ads, Keywords, etc
    - ii. Types of Advertising campaigns- Search,
    - iii. Display, Shopping & video
    - iv. Difference between search & display campaign
  - g. Understanding Adwords Algorithm
    - i. How does Adwords rank ads
    - ii. Understanding Adwords algorithm (adrank) in detail with examples
    - iii. What is quality score
    - iv. Why quality score is important
    - v. What is CTR?
    - vi. Why CTR is important?
    - vii. Understanding bids
  - h. Creating Search Campaigns
    - i. Types of Search Campaigns - Standard,
    - ii. All features, dynamic search & product listing
    - iii. Google merchant center.
    - iv. Creating our 1st search campaign
    - v. Doing campaign level settings
    - vi. Understanding location targeting
    - vii. Different types of location targeting
    - viii. What is bidding strategy?
2. Understanding different types of bid strategy
  - a. Manual
  - b. Auto
3. Advanced level bid strategies
  - a. Enhanced CPC
  - b. CPA
4. What are flexible bidding strategies?
5. Understanding flexible bidding strategy
6. Pros & Cons of different bid strategies
7. Understanding ad-extensions
8. Types of ad-extensions
9. Adding ad-extensions in our campaign
10. Creating adgroups
11. Finding relevant adgroups options using tools
12. Creating adgroups using tool
13. Understanding keywords
  - a. Finding relevant keywords

- b. Adding keywords in ad-group
  - c. Using keyword planner tool
  - d. Understanding types of keywords
  - e. Board, Phrase, exact, synonym & negative
  - f. Examples of types of keywords
  - g. Pros and cons of diff. types of
  - h. keywords
- 14. Creating ads
  - a. Understanding ad metrics
  - b. Display & destination URL
  - c. How to write a compelling ad copy
  - d. Best & worst examples of ads
- 15. Tracking Performance/Conversion
  - a. What is conversion tracking?
  - b. Why is it important
  - c. How to set up conversion tracking
  - d. Adding tracking code in your website
  - e. Checking conversion stats
- 16. Optimizing Search Campaigns
  - a. How to optimize campaigns at the time of creation?
  - b. Optimizing campaign via adgroups
- 17. Importance of CTR in optimization
- 18. How to increase CTR
- 19. Importance of quality score in
- 20. optimization
- 21. How to increase quality score
- 22. Importance of negative keywords in
- 23. optimization
- 24. Evaluating campaign stats
- 25. Optimizing with conversion report
- 26. Optimizing with keywords
- 27. Optimizing performing keywords
- 28. Optimizing non performing keywords
- 29. How to decrease CPC
- 30. Analyzing your competitors performance
- 31. Creating Display Campaign
  - a. Types of display campaigns-
  - b. All features, Mobile app,
  - c. Remarketing, Engagement
  - d. Creating 1st display campaign
  - e. Difference in search & display
  - f. campaign settings
  - g. Doing campaign level settings
  - h. Understanding CPM bid strategy
  - i. Advance settings
  - j. Ad-scheduling
  - k. Ad-delivery

- l. Understanding ads placement
  - m. Creating diff. adgroups
  - n. Using display planner tool
  - o. Finding relevant websites for ads placement
  - p. Creating text ads
  - q. Creating banner ads using tools
  - r. Uploading banner ads
32. Optimizing Display Campaign
33. Remarketing
- a. What is remarketing?
  - b. Setting up remarketing campaign
  - c. Creating Remarketing lists
  - d. Advanced Level list creation
  - e. Custom audience

## 06 Google Analytics

1. Introduction to Google Analytics
2. How Google analytics works
3. Understanding Google analytics account structure
4. Understanding Google analytics insights
5. Understanding cookie tracking
6. Types of cookie tracking used by Google analytics
7. Starting with Google analytics
8. How to set up analytics account
9. How to add analytics code in website
10. Understanding goals and conversions
11. How to setup goals
12. Understanding different types of goals
13. Understanding bounce & bounce rate
14. Difference between exit rate & bounce rate
15. How to reduce bounce rate
16. How to set up funnels in goals
17. Importance of funnels
18. How to integrate adwords and analytics account
19. Benefits of integrating adwords & analytics
20. Measuring performance of marketing campaigns via Google analytics
21. What is link tagging
22. How to set up link tagging
23. Understanding filters & segments
24. How to set up filters & segments
25. How to view customized reports
26. Monitoring traffic sources
27. Monitoring traffic behavior
28. Taking corrective actions if required

## 07 Social Media Marketing

1. What is Social Media?
2. Understanding the existing Social Media paradigms & psychology
3. How social media marketing is different than others
4. Forms of Internet marketing
5. Facebook marketing
  - a. Understanding Facebook marketing
  - b. Practical session 1
    - i. Creating Facebook page
    - ii. Uploading contacts for invitation
    - iii. Exercise on fan page wall posting
6. Increasing fans on fan page
7. How to do marketing on fan page (with examples)
8. Fan engagement
9. Important apps to do fan page marketing
10. Facebook advertising
11. Types of Facebook advertising
12. Best practices for Facebook advertising
13. Understanding Facebook best practices
14. Understanding edgerank and art of engagement
15. Practical Session 2
  - a. Creating Facebook advertising campaign
  - b. Targeting in ad campaign
  - c. Payment module- CPC vs CPM vs CPA
  - d. Setting up conversion tracking
  - e. Using power editor tool for adv.
  - f. Advanced Facebook advertising using tools like Qwaya
16. LinkedIn Marketing
17. What is LinkedIn?
18. Understanding LinkedIn
19. Company profile vs Individual profiles
20. Understanding LinkedIn groups
21. How to do marketing on LinkedIn groups
22. LinkedIn advertising & it's best practices
23. Increasing ROI from LinkedIn ads
24. LinkedIn publishing
25. Company pages
26. Adv on linkedIn
27. Display vs text
28. Twitter Marketing
29. Understanding Twitter
30. Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
31. How to do marketing on Twitter
32. Black hat techniques of twitter marketing
33. Advertising on Twitter
34. Creating campaigns
35. Types of ads
36. Tools for twitter marketing

37. Twitter Advertising
38. Twitter Cards
39. Video Marketing
40. Understanding Video Campaign
41. Creating 1st Video Campaign
42. Importance of video marketing
43. Benefits of video marketing
44. Uploading videos on video marketing websites
45. Using youtube for business
46. Developing youtube video marketing Strategy
47. Bringing visitors from youtube videos to your website
48. Creating Video ADgroups
49. Targeting Options
50. Understanding Bid Strategy

## 08 Search Engine Optimization(SEO)

1. What is SEO?
2. Introduction to SERP
3. What are search engines?
4. How search engines work
5. Major functions of a search engine
6. What are keywords?
7. Different types of keywords
8. Google keyword planner tool
9. Keywords research process
10. Understanding keywords mix
11. Google Operator : So that you can find anything on the web
12. On page optimization
  - a. What are primary keywords, secondary keywords and tertiary keywords?
  - b. Keywords optimization
  - c. Content optimization & planning
  - d. Understanding your audience for content planning
  - e. What is the difference between keywords stuffing & keyword placement
  - f. Internal linking
  - g. Meta tags creation
  - h. Creating Webpage in HTML
  - i. Using google webmasters tool & website verification
  - j. Sitemap creation & submission in website & webmasters
  - k. How to write an optimized content
  - l. How to write a content for article, blog and press release
13. Off Page optimization
  - a. What is Domain Authority?
  - b. How to increase Domain Authority
  - c. What are back links?
  - d. Types of back links
  - e. What is link building?

- f. Types of link building
  - g. Do's and Dont's of link building
  - h. Link building strategies for your business
  - i. Easy link acquisition techniques
- 14. Local SEO
  - a. Google places optimization
  - b. Classified submissions
  - c. Using H card
  - d. Citation
- 15. Top tools for SEO
- 16. Monitoring SEO process
- 17. Preparing SEO reports
- 18. How to create SEO Strategy for your business
- 19. What is link juice?
- 20. Importance of domain and page authority
- 21. How to optimize exact keywords for your business
- 22. What is Google Panda Algorithm?
- 23. What is Google Penguin?
- 24. What is Google EMD Update?
- 25. How to save your site from Google Panda, Penguin and EMD Update
- 26. How to recover your site from Panda, Penguin and EMD

## 09 Online Display Advertising

- 1. What is Online Advertising?
- 2. Types of Online Advertising
- 3. Display Advertising
  - a. Banner ads
  - b. Rich Media ads
  - c. Pop ups and Pop under ads
- 4. Contextual advertising
  - a. In Text ads
  - b. In Image ads
  - c. In video ads
  - d. In page ads
- 5. What are Payment Modules?
- 6. Companies that provide online advertising solution
- 7. Tracking & Measuring ROI of online adv.
- 8. Assignment on allocating funds to various
- 9. Different Online advertising platforms
- 10. Creating Banner Ads Using Tools



1. What is ecommerce?
2. Top ecommerce websites around the world & it's scenario in India
3. Difference between E-Commerce software and Shopping Cart software
4. Payment Gateways, Merchant Accounts & Logistics for physical goods.
5. Integrating Woocommerce and setting up an ecommerce store on WordPress.
6. Affiliate Marketing by promoting products which looks like an ecommerce store.
7. Case studies on ecommerce websites.
8. How to do Google Product Listing Ads (PLA) for ecommerce websites.
9. How to do SEO for an ecommerce website.