



## THE FUTURE OF DIGITAL MARKETING IN INDIA



# CERTIFICATE COURSE IN DIGITAL MARKETING

## Why should you Learn Digital Marketing?

We have been seeing many trends for the past 18 years and what is happening now in the digital space is amazing. Things are moving at rocket speed and digital is no more an option now, but a necessity. From independent freelancers to small business owners to medium companies to larger companies, everyone trying to leverage digital for the growth of their businesses. Thus the need for the digital workforce is immense and it will only grow further.



# COURSE ADVANTAGES

Million of job opportunities  
Demand company Gap  
Entrepreneur ship/Free lancing Career  
Affordable& Easy to Learn  
Adds weightage to the Resume



# COURSE TOPICS

- ✓ Digital Marketing Strategy Web site Creation (With UI/UX) Blogging and Content Marketing
- ✓ Search Engine Optimization (SEO)
- ✓ Social Media Marketing
- ✓ Google Adwords and Face book Advertising
- ✓ Influencer Marketing Create and Manage YouTube Channel
- ✓ Affiliate Marketing
- ✓ Marketing Automation
- ✓ AI Based Digital Marketing
- ✓ Google Analytics
- ✓ Create Images and Videos for Promotions
- ✓ Project: Apply the Techniques on a Live Project and Achieve Results
- ✓ Lead Generation
- ✓ Bulk Mailing
- ✓ Data Filtration



# DIGITAL MARKETING STRATEGY



Build a Great Website( Also Learn the Basics of UI/UXdesign) Introduction to Marketing  
Introduction to Digital Marketing  
Buying Cycle in the Digital Age  
Digital Marketing Channels  
Advantages of Digital Marketing  
Who Needs Digital Marketing?  
Sample Scenario: A Real Client  
4 Step Process for Digital Marketing: Define,  
Create, Attract and Convert  
Create: Create All Digital Assets  
Attract: Plan for and Execute Digital Campaigns  
Convert: Analyze the Performance, Optimize  
and Improve Conversions  
Fundamentals of a Website  
Domain Name, Hosting and Website  
Development Tools  
Basics of UX (User Experience) Design  
Basic UI Elements  
Website Planning Process  
Buy a Domain Name and Host the Website  
Setup Word Press and Install Theme  
Install Required Plugins -  
Create Google Analytics Account  
Build Blog Posts  
Build Pages  
Setup Menus

# DRIVE TRAFFIC THROUGH BLOGGING AND CONTENT MARKETING DRIVE ORGANIC TRAFFIC THROUGH SEO

Importance of Content in Digital Marketing  
Different Forms of Content  
How to Write an Effective Blog Post  
How to Create Great Titles for Your Post  
How to Promote Your Blog Post  
Measure the Reach and Actions  
Great Samples of Content Marketing  
Introduction to Search Engine Optimization  
Advantages of SEO  
Perform Keyword Research  
On Page Optimization Factors  
Off Page Optimization Activities  
Monitor Performance  
Webmaster Tools Local SEO  
Ecommerce SEO



# ENGAGE AUDIENCES WITH SOCIAL MEDIA MARKETING

Social Media Marketing Methods Build Audience & Connections  
Create Social Media Content  
Content Distribution / Scheduling - Process and Tools  
Social Media Monitoring - Process and Tools  
Social Media Analytics - Process and Tools  
SMM Using Facebook  
SMM Using Instagram  
SMM Using LinkedIn  
SMM Using Google Plus  
SMM Using Twitter  
SMM Using Pinterest  
Practice: Create Social Media Calendar for a Given Brand  
Practice: Create a Social Media Post for a Given Brand  
Practice: Setup Social Media Channels for Your Website



# RUN PAID ADVERTISING CAMPAIGNS WITH GOOGLE ADWORDS & FACEBOOK

AdWords - Search Network and Display Network  
AdWords - Search, Display, Shopping, Video and App Install Ads  
AdWords - Different Formats of Ads AdWords - Search Network Campaign - Location, Language and Budget & Bid Strategies  
AdWords - Display Campaign - Setup Remarketing  
AdWords - Display Campaign - Optimize for Better Results  
AdWords - Display Campaign - Analysis of Results Facebook Ads - Account Creation, Payment and Access  
Facebook Ads - Campaign Types  
Facebook Ads - Tracking - Facebook Pixel  
Facebook Ads - Audiences  
Facebook Ads - Page Like Campaign  
Facebook Ads - Lead Generation Campaign  
Facebook Ads - Website Visits Campaign  
Practice: Conceptualize and Run Campaigns on AdWords to Generate Leads  
Practice: Conceptualize and Run Campaigns on Facebook to Generate Leads





# MANAGE YOUTUBE CHANNEL WITH GREAT VIDEOS & GENERATE INCOME WITH AFFILIATE MARKETING

Introduction to YouTube Marketing  
Importance of YouTube Marketing  
Benefits of YouTube Marketing  
How to Setup a YouTube Channel  
How to create videos for YouTube channel  
How to upload, optimize and monetize YouTube Videos  
YouTube Advertising using Google AdWords  
YouTube Marketing Trends Understand Core Affiliate Marketing Concepts  
Identifying the Products to Promote  
Build a Website  
Fill your website with relevant content  
Promote the Website  
Analyze Results  
Affiliate Marketing Case Study



# ANALYZE KEY DATA WITH ANALYTICS & DEVELOP ACTIONABLE INSIGHTS

Importance of Digital Analytics  
Create Google Analytics Account and Setup Tracking Code  
Real Time Reports  
Audience Reports  
Behavior Reports  
Acquisition Reports  
Conversion Reports  
Create Custom Reports and Dashboards  
Setup Goals and Filters  
Integrate Google Analytics with Other Systems  
Manage Permissions  
Conduct Experiments (A/B Testing)  
How to Come-up with Actionable Insights Based on Data  
Practice: Develop the Suggested 10 Reports for Given Website



# **AUTOMATE MARKETING WITH INTELLIGENT EMAIL CAMPAIGN UNDERSTAND AND IMPLEMENT AI BASED DIGITAL MARKETING**

Introduction to Marketing Automation  
How to Choose a Marketing Automation Platform  
Basic Setup of Marketing Automation Platform  
Build a Lead Capture Form  
Create Drip Campaigns Using Automation  
Latest Influencer Marketing Trends  
Influencer Marketing Case Studies  
Identify top 5 Influencers on Twitter for a given brand  
What is AI and Its Impact on Digital Marketing  
Various AI Tools that Help Digital Marketing  
Automated Chatbots for Live Support  
How to Create Facebook Chatbot Using ChatFuel  
AI Based Digital Marketing Case Studies  
Practice: Create Your First Facebook Chatbot Using Chat Fuel



# CONTACT US



Email Us:

Call Us:

Visit Website:

Visit Here:

Sumitra Complex

1<sup>st</sup> Floor Opp. ICICI Bank

Ashiana Digha Road,

Patna-800025

