



CERTIFICATE COURSE IN 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 Cap

Entrepreneur ship/Free lancing Career

Affordable& Easy to Learn

Adds weightage to the Resume



COURSE TOPICS

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- Digital Marketing Strategy Web site Creation
 (WithUl/Unknowledges) 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
- V Markering Automation
- A Based Digital Marketing
- ✓ Google Analytics
- V Greate 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

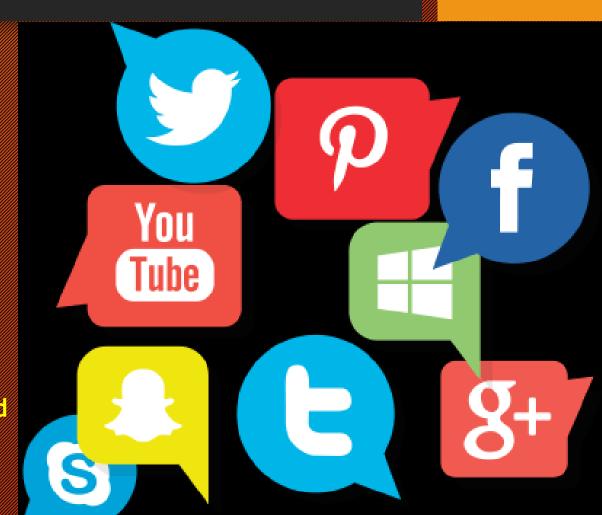
SMM Using Twitter

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

Cenerate 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

Affiliate Marketing Case Study

Analyze Results



ANALYZE KEY DATA WITH ANALYTICS & DEVELOP ACTIONABLE INSIGHTS



Importance of Digital Analytics

Create Google Analytics Account and Setup Tracking Code

Real Binge Regional

Audience Reports

Bengvior Regions

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

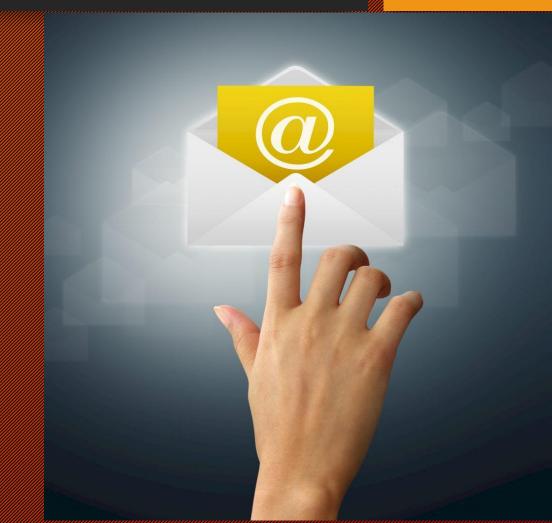
Practice: Develop the Suggested 10 Reports for Given



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 Al and Its Impact on Digital Marketing Various Al Tools that Help Digital Marketing Automated Chatbots for Live Support How to Create Facebook Chatbot Using ChatFuel Al Based Digital Marketing Case Studies Practice: Creat Your First Facebook Chatbot Using



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