

DIGITAL MARKETING

Duration: 30 Hours

Introduction to Digital Marketing

- How Online Marketing works
- Customer Engagement Metrics
- Understand the "See Think Do" Framework
- Case Study walk-through and Identification and setting the work plan for Live project
- Develop a working website by adding theme, plug-ins, webpages etc.
- Define website monetization plan
- Setup AdSense on the web platform
- Understand Acquisition channels and conversation metric

Web Analytics

- What is Digital Analytics?
- Understand the Web Analytics Process
- Google Analytics
- Google Tag Manager
- Google Data Studio
- Understand how Google Analytics, Google Tag Manager and Google Data Studio can be used for better understanding of Consumer Behavior

SEO - On page Optimization

- Understand the major functions of a Search Engine
- What is SEO and its need?
- How to find/choose relevant keywords
- Using tools and competitor analysis to find the keywords to optimize the website
- On Page Optimization

SEO - Off page Optimization

- What is the Page Rank? How do you increase this?
- Off page optimization
- Advanced SEO Concepts
- Structured Data
- Local SEO
- Semantic Mark-up

PPC Marketing

- What is Online Advertising?
- Why Pay Per Click (PPC)?
- Types of Online Advertising : Search, Display, Shopping, Video and Retargeting
- Keyword Research
- Search Campaign - Creation and Optimization
- Monitoring a campaign - Quality Score for keywords & CTR for keywords, Ad copies

PPC and Video Marketing

- Why Display Ads? Isn't search enough
- What are the different Ad formats
- Display Campaign Creation in AdWords and Finding your target audience
- Video Marketing
- YouTube Channel Creation and Growth
- Video Campaign Creation in AdWords
- Using YouTube videos to redirect traffic to your website
- YouTube video analytics

Social Media Marketing - Facebook and Instagram

- Social media advantages & other touchpoints
- Selling on social media and content formats
- **Facebook**
- Consumer POV, Marketer POV & Publisher POV
- Engaging with fans on Facebook and growing organically
- Advertising On Facebook - Creating And Running An Ad
- Facebook Insights - Understanding important metrics to measure audience engagement
- Ad Manager On Facebook
- Instant Articles & Facebook Audience Network
- **Instagram**
- Why We Need Instagram - And a different approach as compared to Facebook!
- How to grow on Instagram organically
- Advertising On Instagram - Running Ads & Understanding Ad Formats

Social Media Marketing: Content Marketing

- SnapChat Marketing
- LinkedIn Marketing
- Twitter Marketing and Ads
- Pinterest Marketing
- Content Marketing
- Tools used in content marketing
- Content creation and curation tools
- Content automation tools

Affiliate Marketing

- What is Affiliate Marketing and how does it work?
- The Different Commission Structures Involved
- Best Practices in setting up an Affiliate Program
- Different type of Affiliates with examples
- Tracking and Attribution Models
- Establishing an Affiliate Network for your website
- How to Sign Up Affiliates for your website
- Setting up your own Affiliate Program

Email Marketing

- Email Marketing advantages and When to use it
- How to create a Email Marketing list
- Using Mailchimp
- How to develop an email list
- How to write engaging emails?
- Content writing and A/B testing
- Drip E-mail Marketing
- How to deal with domain black list?

Lead Management and Growth Hacking

- What is lead generation? and different methods
- Best practices in setting up a lead management system
- How to nurture leads? Case Studies.
- Strategies to convert leads into users of your platform
- Growth Management
- What is Growth Hacking?
- The problem that Growth Hacking solves
- The Lean Marketing framework

Project Review and Mobile Marketing

- Revise the Online Marketing methods
- Revisit Google Analytics, AdWords, and Facebook insights to identify the improvement areas
- Mobile Marketing
- Why your Website should be mobile friendly
- Responsive v/s Separate mobile portal
- Mobile site vs App
- Getting listed on app stores and App Store Optimization(ASO)
- How to Promote your App
- How to Monetize your App