

CERTIFICATION IN DIGITAL MARKETING



COURSE OBJECTIVES

This Certification Course is ideal for freshers and professionals looking to invest in their marketing skills by targeting the rising demographic of high-spending, high-volume millennial consumers. Through a mix of SEO, SMM, e-mail marketing, and AdWords techniques, the curriculum will train students to improve sales figures, engage with the consumer, and lower customer acquisition costs through targeted marketing.

BASIC REQUISITE

- Computer Skills
- Communication Skills, and
- Interest in Marketing Concepts

COURSE HIGHLIGHTS

- Live Self-Project
- Practical Session
- Classroom & Online Training
- Professional Certification
- Affordable Fee

COURSE DURATION

Classroom & Online

Beginner Level

1 Month

Advanced Level

3 Month

WHO SHOULD ATTEND ?

- Students - Freshers
- Sales & Marketing Managers
- Business Development Managers
- Brand Manager
- Branch Managers
- Business Owners
- Any IT Professional
- Entrepreneurs

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COURSE OUTLINE

INTRODUCTION TO DIGITAL MARKETING

- Why Digital Marketing?
- Traditional versus Digital
- Mindset behind Digital Marketing?
- Expectations on when to Advertise Online

CREATION OF WEBSITE USING WORDPRESS

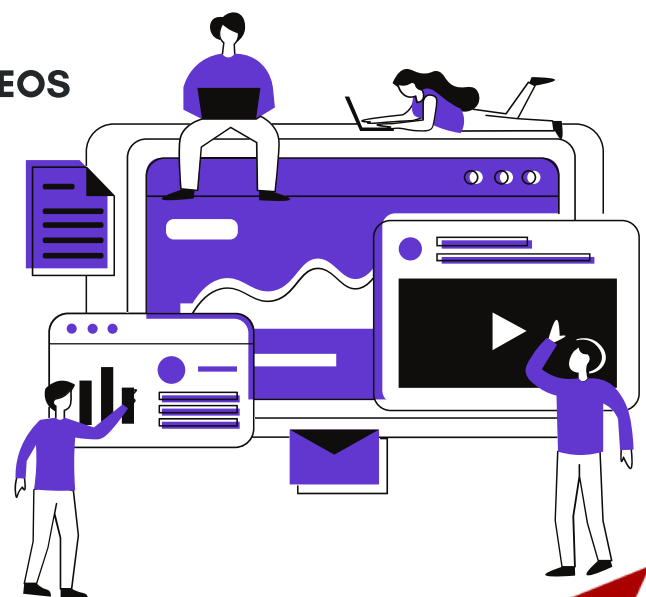
- What is Domain, Hosting & Cpanel
- Introduction to CMS (Content management system) and WordPress
- Installing WordPress and Launching a Website
- Customisation and Blog Setup

CONTENT CREATION - TEXT, CREATIVES & VIDEOS

- Generating Ideas for Articles & Infographics
- Graphic Designing using Canva
- Curating Content
- Generating Unique Content from the Ideas

SEARCH ENGINE OPTIMIZATION (SEO)

- Introduction to SEO
- On-Page SEO
- Off-Page SEO
- SEO Audits, Tools, Measurements



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COURSE OUTLINE

SOCIAL MEDIA MARKETING (SMM)

- Introduction to Social Media, Facebook Marketing, Content creation for social media
- Facebook Marketing and Advertising
- Instagram Marketing
- Tools for SM Scheduling, Listening & Analytics

SEARCH ENGINE MARKETING (SEM)

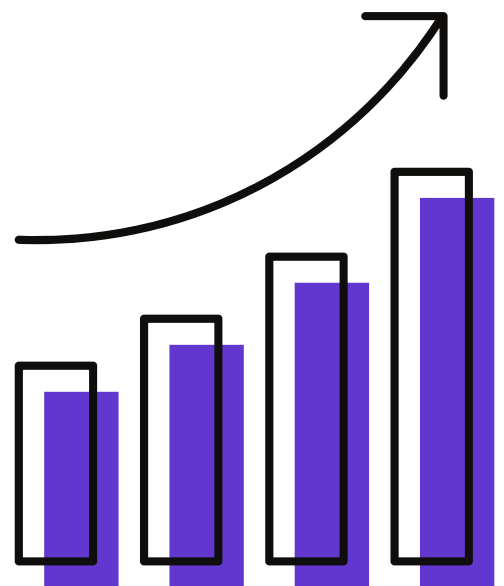
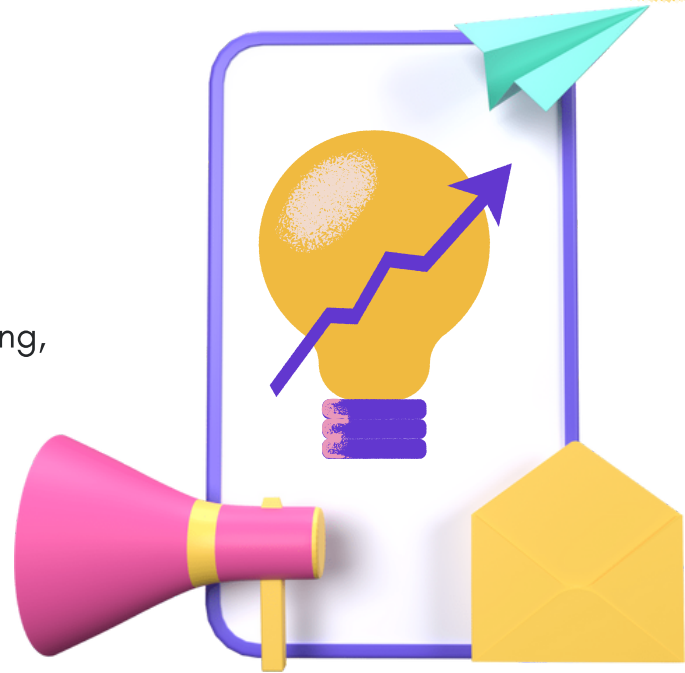
- Basics of Search Engine Marketing & Introduction to Google Ads
- Google Ads Creation
- Google Display Network(GDN) & Landing Pages
- Retargeting & YouTube Ads

GOOGLE ANALYTICS

- Web Analytics
- Understanding and Using Google Analytics Data
- Collecting actionable data with Google Analytics
- Navigating Google Analytics Reports
- Google Tag Manager

EMAIL MARKETING

- Introduction to Email Marketing & Email Service Providers (ESPs)
- Creation of Lists & Flows
- Advanced Lists & Segmentation



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COURSE OUTLINE

CONVERSION RATE OPTIMIZATION

- Landing Page Optimization
- Increasing Trustworthiness
- A/B Testing & Tracking

AFFILIATE MARKETING

- Introduction to Affiliate Marketing
- Getting Approvals from Networks
- Getting Traffic to the Offers

REPUTATION MANAGEMENT

- Online Reputation Management
- Handling an Online Crisis
- Negative SEO & Burying in Google

E-COMMERCE STORES

- Introduction to eCommerce Platforms
- Setting up the Payments
- Getting Traffic to the Product Pages
- Crafting Offers



TEN (10) INTERNATIONAL CERTIFICATIONS

- Facebook Blueprint
- Google Ads
- Google Video Advertising
- Google Display Advertising
- Google Shopping Advertising
- Google Mobile Advertising
- Google Search Advertising
- Google Analytics
- Microsoft Bing
- Hubspot Inbound Marketing

MUST KNOW DIGITAL MARKETING TOOLS

- Canva
- A Hrefs
- Moz
- Uber Suggest
- HootSuite
- Facebook Ads Manager
- Facebook Business Manager
- Facebook Page Insights
- Twitter Native Platform
- Google Ads Manager
- Google Analytics
- YouTube Creator Studio
- Landingi
- Active Campaign
- Unbounce