

Digital Marketing Training Syllabus

Introduction to Digital Marketing

- What is marketing?
- Difference between marketing and selling
- Importance of marketing
- Objectives of marketing.
- Key functions of marketing.
- What is digital marketing?
- Growth of digital marketing
- Digital marketing future in India.
- Difference between digital marketing and traditional marketing.
- How to think like a marketer.
- Develop marketing habits.
- Market research, Gap Analysis and Strategy Evolution
- Would you start a business if no one needed your products or services?

Building Online Presence for Success

- How to convert idea into profitable business.
- Buying domain and hosting.
- Introduction to HTML and cPanel.
- Create website in word press.
 - Wordpress Themes
 - Blog Post
 - Website Pages
 - Wordpress plugins
 - Menu Bar
 - And many more
- Setup Google webmaster and analytics.

Content Creation and Marketing

- Easy tools for graphic designing.
- Introduction of Blog and Vlog.
- How to create content for websites.
- How to make content more attractive for user.
- Benefits of blogging.
- Best practices for content creation and distribution.

Search Engine Optimisation

- Introduction to Search Engine
- Search Engine Functions
- Why SEO
- Keyword search and placement
- Content optimization
- Convert traffic into business
- On-page SEO

- Meta Tags Optimization
- URL Optimization
- Anchor text
- Image optimization
- Heading Tags
- Site Speed
- Off-page SEO
 - Type of links
 - Link building
 - Guest blogging
 - PR
 - Q & A Website
 - Document Submissions
 - Social Submissions and sharing
 - Competitor links analysis
 - Local SEO

Social Media Optimisation

- What is social media optimization?
- Why we need social media.
- Facebook marketing strategies.
- Instagram marketing strategies.
- LinkedIn Marketing Strategies.
- Twitter Marketing Strategies.
- YouTube marketing Strategies.
- How to use Whatsapp for your business.
- Branding and promotions through social media.

Google Adwords (PPC)

- The tool which alone can turn it around, if used right.
- Know the tool in a better way.
- Adwords Strategies for competitors
- Generate Awesome Results and Businesses
- Google search ads
- Google display ads
- Google video ads
- Preparation for Google exams.
- Understanding Adwords Algorithm
- Tracking Performance
- Optimizing Search Campaigns
- Optimizing Display Campaign
- Remarketing

Google Analytics

- Introduction to Google analytics
- How Google analytics works?

- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookies tracking used by Google analytics
- Starting with Google analytics
- How to set up an analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce and bounce rate
- Different between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account?
- Benefits of integrating adwords and analytics
- Measuring performance of marketing campaign via
- Google analytics
- What is link tagging
- How to set up link tagging?
- Understanding filter & segments?
- How to view customized reports?
- Monitoring traffic sources
- Monitoring traffic behaviour
- Taking corrective actions if required

Email Marketing

- Importance of email marketing
- Daily Usage
- ROI, Speed & User Preference
- Other Benefits How to write effective mails
- Effective Email Checklist Email Strategy Creation
- Introduction to Drip Marketing
- Sample DRIP campaign Sending Bulk Emails
- Tools to send personalized bulk mailing
- Setting email auto responders based on activity Email reporting & analysis
- Tracking Opens, Clicks & Unsubscribe
- Taking actions based on reports

Inbound Marketing

- Introduction to Inbound marketing
- Best content marketing strategies
- Generate more traffic and genuine leads
- Know your User Persona
- Strategies from Attract to convert the User
- How Feedback is useful for business
- How generate more Profits for any business.

Landing Pages Terminology

- What is landing page
- How to make effective landing pages
- What is lead magnet?
- How to make effective lead magnets
- Types of landing pages.
- A/B testing

Lead Generation and Conversion Rate Optimization

- What is Lead Generation
- Lead Journey Funnel
- Introduction to Marketing Automation Tools
- Introduction to Lead Activity Score Setup
- Building Marketing Platforms Sync
- Viewing Reports and Taking Actions
- Increase conversion rate

E-commerce Marketing

- Introduction to Ecommerce Website
- Selling Products with WooCommerce
- Introduction to Marketplaces
- Registering on Marketplace
- Listing Your Products on Marketplace
- Category & Pricing Overview
- Shipping & Logistics
- Tips to Increase sales

Mobile Marketing

- Mobile Landscape In India
- SMS Marketing
- Whatsapp Marketing
- Mobile Website Optimization
- Mobile App Setup Tools
- App Store Optimization Fundamentals

Making Money with Digital Marketing

- Google AdSense
- Affiliate Marketing
- Preparation for job
- Freelancing Projects