

Course : Digital Marketing

Duration : 126 hrs

Training Outline:

Analytics

- Identify tools for conducting Web analytics
- Define basic terminology used in Web analytics
- Detail the different aspects of Audience reports
- Describe the benefit of using Acquisition reports
- Examine the performance of AdWords campaigns
- Examine the performance of Web properties through organic search

Display Advertising

- Define Search Engine Optimization (SEO)
- Explain the importance of SEO
- Outline the origin of SEO
- Elaborate the basics of SEO
- Define the general terminologies related to SEO
- Explain the concept of search engines
- Demonstrate the use of various Search Engine Tools
- Identify various myths and misconceptions about search and search engines
- Outline the concept of Local Search Engines
- Describe the future of search engines
- Explain keyword basics and niche keywords
- Explain long tail keywords
- Explain the different keyword research tools
- List the limitations of keyword tools
- Determine a keyword's commercial intent
- Explain the importance of link building
- List the different types of links
- Outline link building strategies
- Explain the link building tactics
- Describe how to build links
- Outline the concept of SEO strategy
- Describe how to create an SEO strategy
- Identify various effective SEO strategies

- Describe SEO strategies to improve user interaction
- Explain the SEO strategy for various search engines
- Demonstrate how to adapt SEO strategy to Search Engine Updates
- Describe the basic SEO tactics
- Explain the SEO techniques
- Explain the SEO tactics for content creators
- Define the tactics for social strategy
- Explain SEO for mobile phones
- Describe advanced SEO tactics for increased traffic and conversions
- Explain the process of optimization of Website for search engines
- Describe the design and development of an engine friendly site
- Explain how to optimize Website for Google and Bing/Yahoo search
- List various SEO recommendations
- List various SEO do's and don'ts for Websites
- Identify various online tools to assess the performance of the Website
- Outline the concept of local SEO for the Website
- Outline SEO Progress
- Describe the key metrics
- Explain the use of SEO tools to evaluate key metrics
- Outline the future of SEO

Email Marketing

- Examine email marketing and its importance
- Explain the role of email marketing in remarketing
- Examine the basics of email marketing such as list building, crafting the right email, and email marketing platforms/tools that can be used

Marketing Principles

- Define marketing
- Understand the factors that affect consumer behavior
- Design a marketing strategy
- Prepare a marketing program
- Understand the various promotional tools and their contribution to the overall marketing plan
- Determine promotions mix strategies
- Explain the steps involved in implementing a marketing plan
- Review the communication process
- Understand the steps in creating effective communication
- Test and evaluate message effectiveness
- Understand how to select the correct media channel
- Analyze ways to optimize promotion mix

- Evaluate budgeting methodologies
- Understand digital marketing and its evolution
- Understand the increasing role of digital media in the current marketing scenario
- Analyze the importance or role of Search Engine Optimization (SEO), Search Engine Marketing (SEM), display/video advertising, Social Media Marketing (SMM), mobile marketing, and Email marketing
- Make good use of various digital marketing channels by brands to meet their business objectives and potential risks that need to be planned
- Review the case study for benefits of digital marketing
- Understand the risks in digital marketing

Mobile Marketing

- Explain key concepts in mobile marketing
- Discuss mobile devices
- Identify opportunities and risks
- State best practices
- Describe trends in mobile marketing
- Discuss UI/UX on mobile
- Define QR codes
- Identify types of mobile marketing campaigns
- Explain SMS marketing
- Discuss MMS marketing
- State Mobile Web
- Describe Bluetooth Proximity Marketing
- Discuss Mobile Apps
- Explain Pay Per Call (PPC) Mobile Marketing
- State Mobile Banner Ads
- Define Location Based Marketing
- Discuss voice Marketing
- List mobile games
- Explain Subscription Based Push Marketing
- Explain the creation of mobile marketing strategy
- State key elements of mobile marketing strategy
- Identify steps to develop campaign
- Explain how to budget and time the campaign
- Discuss tips for launching a successful mobile campaign
- State Mobile Marketing Examples
- State the key benefits of mobile SEO
- Explain mobile SEO ranking factors
- Discuss mobile SEO tips
- Describe mobile SEO techniques/steps
- Compare mobile SEO trends

- Explain Mobile First Index
- Describe mobile App Store Optimization (ASO)
- Explain mobile SEO as competitive advantage and optimizing for mobile
- Compare mobile site and mobile app

Search Marketing

- Describe search marketing
- Explain the importance of search marketing
- Explain search marketing success stories
- Describe the terminologies relevant to search marketing
- Explain how search engines evolved
- Describe the search landscape and the mechanics of search engines
- Explain how online search engines, such as Google, Bing, Yahoo and Baidu work
- Define the stages of search marketing strategy
- Explain the importance of keywords and the different matching options available
- Elaborate the payment system of AdWords based on budgets and bidding
- Describe how to choose a Search Engine Marketing (SEM) platform/software
- Describe the process of search
- Explain how to use the Google Search Network and create an account
- Describe Yahoo, Bing, and Baidu search network and the steps used to create accounts
- Explain various other popular search networks
- Outline the concept of organic listings
- Explain how free search listings work
- Explain how to improve Organic Search Performance of a Website
- Explain the concept of Paid Search Listings
- Describe Paid Search strategy and related metrics
- Demonstrate how to buy ads on major search networks
- Explain the process involved in creating campaigns with Google AdWords and Bing
- Describe the process involved in creating text ads in Google AdWords
- Elaborate the process involved in creating Bing Ads
- Outline the tips and best practices for campaigns and ad creations
- Describe campaign tracking
- Explain how to report ads in Bing Ads
- Elaborate the process of evaluating the results
- Explain universal event tracking in Bing Ads

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