

Digital Marketing

Duration: 30 hours

1. What is Digital Marketing?
2. Importance of Digital Marketing
3. Use of Digital Marketing
4. Scope of Digital Marketing
5. Difference between digital & marketing
6. Necessity of learning digital marketing
7. What is Google Fundamentals
8. Registering & Enrolling
 - a. The Online Opportunities
 - b. First Step in Online Success
 - c. Build your web presence
 - d. Plan Your Online Business Strategy
 - e. Get Started with search
 - f. Get discovered with search
 - g. Make search work (2)
 - h. Improve search campaign
 - i. Get noticed locally
 - j. Help people nearby find you Online
 - k. Help people nearby find you Online
 - l. Deep dive into social media
 - m. Discover the Possibilities of Mobile
 - n. Make mobile work
 - o. Get started with content marketing

- p. Connect through Email
- q. Advertise on other Websites
- r. Deep drive into display Advertising
- s. Make the most of the video
- t. Get started with Analytics
- u. Find success with Analytics (2)
- v. Turn Data into Sights
- w. Build your online shop
- x. Sell more online

9. Google Analytics For Beginners

- a. Introducing Google Analytics
- b. The Google Analytics Interface
- c. Basic Reports
- d. Basic Campaign and Conversion Tracking

10. Advanced Google Analytics

- a. Data Collection and Processing
- b. Setting up Data Collection and Configuration
- c. Advanced Analytics Tools and Techniques
- d. Advanced Marketing

11. Google Analytics for Power Users

- a. Understand users
- b. Attract High-Value Traffic
- c. Improve Site Engagement
- d. Improve Product Performance

12. Getting Started with Google Analytics 360

- a. Introducing Google Analytics 360
- b. Big Query/GA 360 Integration
- c. Google Marketing Platform/GA360 Integration
- d. Campaign Manager/GA360 Integration
- e. Display & Video 360/GA360 Integration
- f. Search Ads 360/GA360 Integration
- g. Google Ad Manager/GA360 Integration (Optional)

13. Mail Marketing

- a. Plan Structure
- b. Bombing the data
- c. Creating the layout
- d. Establishment of Mails

14. Facebook BluePrint & Meta

- a. Decide what you want to reach
- b. Map the customer journey
- c. Set marketing goals
- d. Select your Social Media Channels
- e. Tell your Business story
- f. Create and manage a content calendar
- g. Create Authentic messages
- h. Stay connected with your customers Online
- i. Attract an audience on social media
- j. Engage with people and build an audience

- k. Communicate with customers on WhatsApp
- l. Start Marketing with Meta technologies
- m. Establish a Facebook page following
- n. Bring your business online with Instagram
- o. Help your customer to connect to your business on WhatsApp
- p. Go live on Instagram
- q. How to turn Instagram posts into ads
- r. How to make Instagram content stand out
- s. The importance of campaign objectives
- t. Create audience in Ads manager
- u. Choose Ad placement, Budget and Schedule in Ads manager
- v. Customize Ad Creative in Ads Manager
- w. Create Ads from your Facebook Page
- x. Set up and use the pixel and the Conversions API for Ad Campaigns
- y. Manage your Ad Campaigns and Encourage people to register for Government Services
- z. Tips for Creating Engaging Mobile Ads

15. Introduction to SEO

- a. Technical SEO
- b. Keyword research process
- c. Content planning and creation
- d. On-page SEO
- e. Off-page SEO
- f. Avoid Negative SEO
- g. Local SEO
- h. YouTube SEO

- i. Analytics
- j. Certification

16. Pay Per Click

- a. Develop and Optimize Google Ads and Pay Per Click campaigns
- b. Do keyword research, develop target lists with correct match types
- c. A better structure as well as target ads campaigns and accounts
- d. Set budget as well as bids confidently
- e. Assess cost per acquisition produced from PPC campaigns
- f. Know editorial tips when developing ads
- g. Boost conversion rate
- h. Know to optimize campaigns and gains skills to get new clients
- i. Cut marketing Expenses
- j. Accredited by a professional body
- k. Utilize the Training to grow Business

17. Instagram Marketing

- a. The Benefits of Instagram
- b. The Instagram landscape
- c. Instagram today
- d. Leveraging Instagram for growth
- e. Steps to developing a Instagram Strategy
- f. Identifying your Target audience g. Buiding customer personas
- h. Choosing the right Instagram Platforms
- i. Understanding Instagram Account
- j. Instagram Ecosystem
- k. Developing Instagram Strategy

I. Best Practices for setting up your Instagram Profile

- m. Instagram content strategy
- n. Hashtags 101
- o. How to gain more followers
- p. How to increase Engagements on Instagram
- q. Instagram Posting Strategy
- r. Instagram features Overview
- s. Instagram Stories
- t. Instagram Advertising

18. WhatsApp Marketing

- a. Need to use WhatsApp Marketing
- b. Explain WhatsApp personal account
- c. Introduction to WhatsApp Group
- d. Introduction to WhatsApp Broadcast
- e. Explain WhatsApp Business Account
- f. Benefits of using WhatsApp Business
- g. How to use WhatsApp group for Business Growth
- h. How to be seen through a Business Profile
- i. How to use WhatsApp Broadcast for business purpose
- j. How to message more and work less through Quick Replies
- k. How to stay organized through Labels
- l. How to respond instantly through automated messages
- m. How to convert visitors into customers using WhatsApp

19. Mobile Marketing

- a. Mobile Vision & What makes an App great

- b. Personalized Mobile messages & Marketing App
- c. When was the "Year of Mobile" & How about them Apples
- d. Advantages of Mobile & Scanning the Audience
- e. DIY Mobile marketing & Showing up Showrooming
- f. Push vs. Pull Strategy & Omnichannel mCommerce
- g. KPIs & 20/20 Vision
- h. B See & Is virtual a reality
- i. Responsive Design best & The Internet of Things
- j. Action & Relevance raises responses
- k. SEO: Your Customer down the Street & Final Project
- l. Website Analytics and Testing & Final projects
- m. Going Viral &
- n. The long and Shrot of it
- o. What is the 61?
- p. Design a text message program
- q. Everybody wants to hire you
- r. Review text campaign
- s. Social success
- t. Social media marketing
- u. Does Facebook know you?
- v. What driving you to Mobile?
- w. When will Mobile gets its fair share
- x. Facebook Advertising
- y. Let's see what develops
- z. Monetizing an App

19. Website Development

- a. Full stack developer course syllabus: HTML
- b. Full stack developer course syllabus: CSS
- c. Full stack developer course syllabus: JavaScript
- d. Full stack developer course syllabus: ReactJS
- e. Full stack developer course syllabus: NodeJS
- f. Full stack developer course syllabus: MongoDB
- g. Full stack developer course syllabus: Python

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