

Krafting Your Skills

COURSE : Digital Marketing

DURATION : 90 Hours

COURSE CONTENTS

Principles of Digital Marketing
<ul style="list-style-type: none">• Basics of Marketing• What is Digital Marketing?• Comparison of Traditional and Digital Marketing.• Statistics of Digital Marketing• Benefits of Digital marketing• Latest Digital marketing trends• Digital marketing platforms• Digital Marketing strategy for websites• Career opportunities in digital marketing
Search Engine Optimization (SEO)
<ul style="list-style-type: none">• Introduction to SEO• How Search engines work?• Search Engine Algorithms and Updates• Google Webmasters Tools• Keyword Research Process• Competition Analysis• On page Optimization strategies• Off Page Optimization [Link Building Techniques as per 2015 standards]• Local SEO Strategies• Penguin & Panda update recovery process• Reports and SERP Management

P.T.O.

Google AdSense and Affiliate Marketing

- Online money earning strategies
- Success stories of online entrepreneurs
- Planning a website for AdSense
- What is AdSense?
- Types of Bidding
- Implementing Ads in a Website
- What is Affiliate Marketing
- Types of Affiliate Marketing
- Making Money using Affiliate Marketing
- Popular Affiliate Networks

Search Engine Marketing (SEM)

- Introduction to Paid Marketing
- Google AdWords account and billing settings
- Types of Campaigns
- PPC Campaign Setup
- AdGroups and Keywords setup
- Bidding strategies
- AdRank, Quality Score Optimization
- AdWords Ad Formats
- Ad Extensions
- Shopping Campaigns
- Dynamic search campaigns
- Display Ads Campaigns
- Remarketing campaigns
- Mobile Apps marketing
- Video Marketing
- AdWords tools
- MCC Account
- AdWords Editor Tool
- Conversion tracking
- AdWords certification exam

P.T.O.

Social Media Optimization (SMO)

- Introduction to social media marketing
- Facebook marketing
- Facebook advertising
- YouTube marketing
- Twitter marketing
- Google+ marketing
- LinkedIn marketing
- Pinterest marketing
- Document Sharing Site

Email Marketing

- What is Email Marketing
- Benefits of email marketing
- Basic terminology in email marketing
- Email Marketing Softwares
- Building email marketing strategy
- Building subscriber lists
- Designing Newsletters
- Types of Campaigns
- Reports and analysis

Online Reputation Management (ORM)

- What is Online reputation management
- Why business needs online reputation
- Case Studies of Brands
- Focus areas in ORM
- ORM strategy
- Tools for ORM

Google Analytics In-Depth

- Purpose of website analytics
- Tools for website analytics
- Installing Google Analytics in website
- Basic terminology and KPI's
- Reporting and Analysis
- Goals and Funnels
- Segmentation and Filters