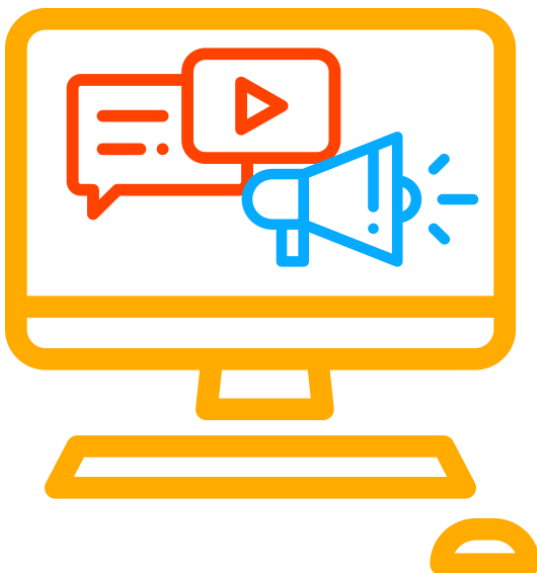




Providing World Class Learning Solutions!!!

# ADVANCED DIGITAL MARKETING

12 Days  
Live Online Training



[www.preparationinfo.com](http://www.preparationinfo.com)

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# LEARNING FROM THE CLASS

According to **McKinley**, 90% of all marketing roles require some **Digital Marketing Experience** or analytical abilities.

Whether you're looking for a new career in Digital Marketing or just wish to add digital to your existing skillset, our course will prepare you to become a complete digital marketer and make you industry ready on as soon as training completes. You will acquire the right skills through **extensive hands-on practice** on a wide range of "simulations and projects" that will enable you to launch and execute your own Digital Marketing campaigns. We'll train you on the latest **Digital Marketing Tools**, show you how they work and how to gain insights that will help clarify your strategy.

Our course will prepare you for the most sought-after **Certification Exams** such as OMCA (OMCP), Facebook Marketing, YouTube Marketing, Google AdWords, Google Analytics, and Twitter Marketing.

## BENEFITS OF TRAINING

- ▶ **Digital Marketing** is likely to create **1+ million jobs** within next 2 years and there is **huge shortage** of specialized professionals.
- ▶ You can work as Digital Marketing Manager, SEO Manager, SEM Specialist and Digital Sales Executive, Social Media , Email Marketing, Web Analytics etc, work as a Freelancer or support your own business



## WHO SHOULD ATTEND THIS TRAINING

- ▶ **Marketing professionals** who wish to digitally market their products and build a global presence
- ▶ **Working professionals** seeking to advance their career by gaining a deeper understanding of an increasingly popular and upcoming domain
- ▶ **Students** or early professionals with a keen interest for enhancing their knowledge and pursuing a career in online marketing
- ▶ **Entrepreneurs** with an ambition of creating a global business presence

# AGENDA FOR MODULE 1

## INTRODUCTION

- What is Digital Marketing
- Importance of Digital Marketing
- How Digital Marketing Works

## Working Dynamics of Google Analytics

- Essentials of a Website
- Planning a Website
- Case Study Discussion

## Google Analytics

- Why Analytics is so Important
- Fundamentals of Google Analytics
- Monitoring Bounce Rate
- Tracking Conversions
- Other Analytics Platforms
- Monitoring Traffic Sources
- Monitoring Visitor Behavior
- Measurement
- Setting up Dashboards
- Taking Corrective Actions if required

## Search Engine Optimization

- What is SEO
- What are Search Engines
- What are Keywords
- Tools to find keywords (Paid and Free)
- How to find relevant Keywords
- Planning SEO of a Website
- Monitoring SEO process
- Preparing SEO reports

# AGENDA FOR MODULE 2

## On Page Optimization

- Keywords Optimization
- Internal Linking
- Meta Tags Creation
- Basic HTML knowledge
- Creating Sitemap
- Uploading Sitemap on Website
- Google Webmaster Tool

## Off Page Optimization

- What is Page Rank
- What are back links
- Techniques of link building
- What not to do in Link Building
- Checking your backlinks

## SEO Webmaster Tool

- Local SEO
- Top free tools for SEO
- Mobile SEO

## Search Engine Marketing

- What is online advertising
- Types of online advertising

## Ad Networks

- Introduction to Ad Words – Google Ad Words
- Getting started with Ad Words
- Targeting – Search, Contextual or placement
- Briefly introduce Bing

# AGENDA FOR MODULE 3

## Search Campaigns

- The Ad Word Toolbox – Keyword Tool, Site Exclusion Tool, Ad Diagnostic Tool etc.
- Keywords Grouping using Broad, Exact, Phrase, Negative Match Techniques
- Writing Compelling Ad Copies – Do's and Don'ts
- Creation of Effective Campaigns and Ad groups

## Digital Display Campaigning

- Display advertising
- Creation of Banners using Display Builders
- Remarketing Tools

## Tracking and Measuring ROI of Online Advertising

- Insertion of Google Conversion Code and its importance in Effective Campaigning
- Costs and Billing
- Tracking Ad Performance
- Optimizing Cost Per Click
- Optimizing Ad Performance – Optimizing Account and Landing Page
- Assignment on allocating funds to various online advertising platforms

## Social Media Marketing

- What is Social Media
- How Social Media Marketing is different from other forms of Internet Marketing
- Marketing on Social Networking Websites

## Facebook Marketing

- Facebook Profiles and Fan Page
- Facebook Advertising
- Facebook Marketing Mix with Other Marketing Platforms

# AGENDA FOR MODULE 4

## LinkedIn Marketing

- Understanding LinkedIn
- Company Profile Vs Individual Profiles
- Understanding LinkedIn Groups
- LinkedIn Advertising and its best practices
- Increase ROI from LinkedIn Ads
- How to do Marketing on LinkedIn Groups

## Twitter Marketing

- Understanding Twitter
- How to do Marketing on Twitter
- Case Studies on Twitter Marketing
- Performance Tracking

## Instagram Marketing

- Understanding the importance of Instagram
- Paid Campaign for Business Account

## Video Marketing

- Creating Videos
- Developing YouTube Video Marketing Strategy
- How to increase number of views of your videos
- Bringing visitors from YouTube videos to your website

## Content Marketing

- What is blogging
- Benefits and Types of Blogging
- Best practices while creating a blog
- How to make your blog interactive for visitors
- How to do Marketing of your blog
- What not to do while blogging
- Showcasing few best examples of top Blogs

# AGENDA FOR MODULE 5

## Email Marketing and Going Mobile

- What is Email Marketing
- Biggest Challenges in Email Marketing
- Increasing Email Subscription/Opt-in List
- Legitimate/Opt-in Email Marketing
- Software's for Email Marketing
- Best Practices of Email Marketin
- Writing a Good Email Creative or HTML template
- Inbox Deliverability
- Email Re-targeting
- Opt-in Data Segmentation
- Split Testing and Scheduling
- Measurement and Metric

## Going Mobile and Competitor Benchmarking

- Key Concepts
- Trends in Mobile
- Making your web Mobile Friendly
- Mobile APPS

## Boundary Spanning Competitors

- Need of competitor benchmarking
- Social Media Monitoring tools
- SEO Benchmarking Tools
- SEM Benchmarking Tools
- Email Benchmarking

## Affiliate Marketing

- What is affiliate Marketing
- Affiliate Marketing scenario globally
- Different ways to do affiliate marketing
- Examples of how to earn money from Affiliate Marketing
- Getting you started as an affiliate by getting you approved as an affiliate from top global affiliate agencies

# AGENDA FOR MODULE 6

## Ecommerce Marketing

- What is ecommerce
- Top ecommerce website examples
- Ecommerce global scenario
- Why you need a solid ecommerce marketing strategy
- Formulating right ecommerce marketing strategy

## Lead Management

- What is Lead Generation
- Different ways to generate leads
- What are landing pages
- How to create a Landing page
- Best Practices of Landing Page
- How to convert leads into sales
- How to nurture leads
- What is lead funnel
- Adopting correct marketing strategy for lead funnel

## Growth Hacking

- What is Growth Hacking?
- The problem that growth hacking solves?
- Typical start up at work
- Hype Cycle in Start up
- The Lean Marketing Framework

“  
**THE BEST MARKETING DOESN'T FEEL LIKE  
MARKETING.**  
”





# WHAT DO YOU GET?

By attending our DM 12 Days Live Online Training you will get,

- ▶ Learn from Digital Marketing Industry Experts and Prepare yourself for Google certification
- ▶ Tips & Tricks to clear the marketing certification exams
- ▶ Downloadable videos, workbooks, PDF-guides and study material
- ▶ Networking opportunities with fellow professionals
- ▶ 1 Year email based doubt clearing support from our experts
- ▶ Complementary Online Course on “Complete Digital Marketing”

# WHAT SHOULD YOU HAVE?

- ▶ **No Specific Pre-requisite**
- ▶ **Anyone with interest to learn concepts of Digital Marketing can avail this course.**

→ 'This Masterclass is conducted online and hence you must be having a Laptop/Desktop, Headphone with Mic and internet connection to attend this training.

There is no any specific requirement of any software tool installation in your laptop/desktop before the training.



**BOOK NOW**



“ THE INTERNET IS BECOMING THE TOWN SQUARE FOR THE GLOBAL VILLAGE OF TOMORROW. ”

# WHY PREPARATIONINFO



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Instructor-Led Classroom Training



One Stop Training Solution



Customized Hands-on Training



Global Presence in 40+ countries



Trusted by 1000+ Corporates

1000 + CLIENTS SERVED



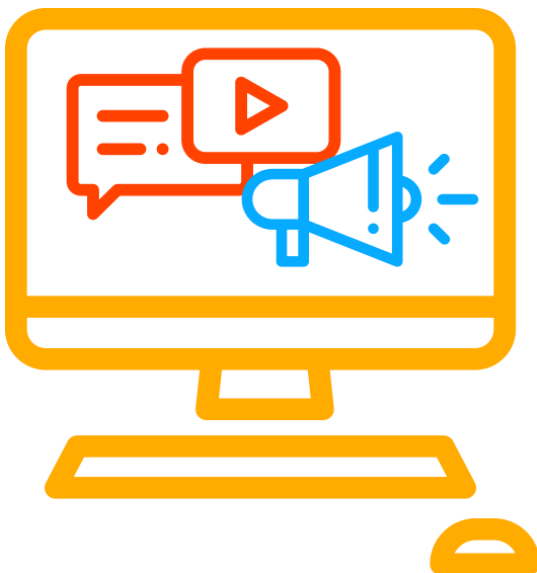
Our customers comes from various MNC's



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