

# ADVANCE DIGITAL MARKETING



DURATION: 12 MONTHS

## Overview of Digital Marketing

- What is marketing and digital marketing?
- Understanding Marketing and Digital Marketing Process?

## Website Creation

- Understanding about Internet, websites
- Planning of a website Statics, Dynamics (Informative & Ecommerce)
- HTML Basic
- About CMS and creating website in WordPress
- Domain Booking
- Server & Hosting
- One Live Project

## HTML 5

## CSS3

## Java Script

## Photoshop

- Introduction to Adobe Photoshop
- Color mode & resolution
- Types of Graphics
- Export Images
- Animated Images
- Tools Ruler and Scaling
- Create Logos Photos masking

## Search Engine Optimization

- What is SEO?
- What are search engines and their functions?
- Understanding traffic, keywords etc .
- On page optimization
- Off page optimization
- Google Web Master Tool (Search Console)
- Bing Web Master Tool

- SEO Interview Questions
- Others SEO Tools

## PPC Advertising (Google Ads & Express)

- Understanding in organic search results
- Introduction to Google ads & PPC advertising
- Overview of Microsoft AdCenter (Bing & Yahoo)
- Setting up Google ads account
- Understanding ads account structure
- Campaigns, Ad groups, Ads, Keywords, etc.
- Types of Advertising Campaigns-Search, Display, Video
- Difference between search & display campaign | How does ads rank ads
- Understanding ads algorithm (ad rank) in detail with examples
- What is quality score?
- Why quality score is important What is CTR?
- Why CTR is important Understanding bids.
- Advanced level bid strategies
- Enhanced CPC
- What are flexible bidding strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our Campaign
- Creating ad groups
- Finding relevant ad groups options using tool
- Creating ad groups using tool
- Understanding keywords
- Finding relevant keywords
- Adding keywords in ad-group using keyword planner tool
- Understanding types of keywords Broad, Phrase, Exact, Synonym & Negative
- Examples of types of keywords
- Creating ads
- Understanding ad metrics Display & destination URL.
- How to write a compelling ad copy
- Best & worst examples of ads Creating ads.
- Tracking Performance/Conversion
- What is conversion tracking Why is it important.
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- Remarketing

## Social Media Marketing

- What is social media?
- Understanding the existing social media paradigms & psychology

- How social media marketing is different than others

## LinkedIn Marketing

- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual Profiles (Difference between Individual and Company Profiles)
- Understanding LinkedIn Groups (Manage LinkedIn groups)
- How to do marketing on LinkedIn groups
- LinkedIn Advertising & its best Practices
- Increase ROI from LinkedIn ads!
- LinkedIn Publishing
- Company Pages

## Twitter Advertising

- Understanding twitter
- Tools to listen & measure influence on Twitter: Tweet deck, Klout, Peer Index
- How to do marketing on Twitter
- Black hat techniques of Twitter Marketing
- Checking conversion stats
- Optimizing Search Campaigns
- Remarketing
- Best & worst examples of ads Creating ads.
- Tracking Performance/Conversion
- What is conversion tracking Why is it important.
- How to set up conversion tracking
- Adding tracking code in your website
- Creating ads
- Understanding ad metrics Display & destination URL.
- How to write a compelling ad copy
- Advertising on Twitter
- Creating Campaigns
- Types of Ads
- Tools of twitter Marketing

## Video Marketing

- Understanding Video Campaigns
- Creating 1st Video campaign
- Importance of Video marketing
- Benefits of Video marketing
- Using you tube for Business.
- Developing you tube video for Marketing strategy.
- Get traffic through you tube channel/video to your website.
- Create video ad group.
- Targeting options

- **YouTube Monetization**

Google Analytics

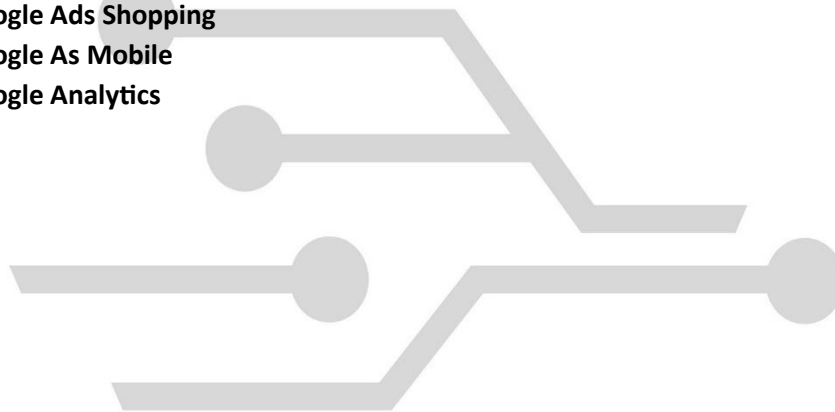
AdSense & Blogging

Affiliate

Ecommerce Marketing

Certification

- **Google Ads Fundamental**
- **Google Ads Search**
- **Google Ads Display**
- **Google Ads Video**
- **Google Ads Shopping**
- **Google As Mobile**
- **Google Analytics**
- **Google Ads Shopping**
- **Google As Mobile**
- **Google Analytics**



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