

Digital Marketing Training

Overview

We understand your business is not like any other. You're addressing specific marketing challenges and opportunities with a particular skill set, and that's where our bespoke, in-company digital and inbound training comes in.

Programme

We will undertake a thorough assessment of your skills and competencies and design an in-company training programme highly relevant to your organization and your team – anything from an interactive workshop series to a complete conference.

Who is it suitable for?

We can design a course to suit the exact needs of your team, whatever your employees' level of knowledge.

How will I benefit?

Who Should Attend The Marketing Institute Digital Marketing Executive Programme is tailored to participants who wish to actively apply a digital marketing strategy to their organisation. The content is geared to ensure your company has a proper foundation for their digital marketing strategy and will also include advanced content that attendees can apply and use straight away.

Attendees may include:

Businesses exporting or marketing internationally

Website Owners/Webmasters/Website Content Managers

Small Business Owners

Brand/Marketing Managers

Business to Business and Business to Consumer Sales and Marketing Professionals

Digital Marketing Contents:-

- 1. Digital Marketing Basics**
- 2. SEO (Search Engine Optimization)**
- 3. SMO (Social Media Optimization)**
- 4. PPC (Pay Per Click)**
- 5. Reporting and Analysis Tools (Google Analytics, Adsense, Adwords, Webmasters)**

Digital Marketing Contents :-

Digital Marketing

Introduction of Digital Marketing	Search Engine Optimization
Digital Marketing Concepts	Onpage SEO & Offpage SEO
Search Engines Basics	Meta Tags
Digital Marketing	Creating Sitemaps
• Introduction of Digital Marketing	Creating Robots file
• Digital Marketing Concepts	Optimize SEO Content
• Search Engines Basics	Canonical Implementation
• How Search Engine Works	Keyword Research
• Page rank	Keyword Density
• Website Architecture	Google Webmaster Tools
• Website Designing Basics	Search Engine Submission
• Domain, Hosting	Link Building
• Google Webmaster Tools	White Hat SEO
• Search Engine Submission	Black Hat SEO
• Link Building	Grey Hat SEO
• Google Sandbox	Image Optimization
• Image Optimization	SEO (Webmaster Tools)
• Introduction of PPC (Pay Per Click)	Social
• How PPC Works	Content Analysis
• PPC Campaign Design	Overview
• Keywords Research	Site content /Speed/Search
• Traffic Estimator Tool	Events
• Ad Groups Setup	Adsense
• Budget, Billing, Reporting Techniques	Experiments
• Google Analytics Setup	Inpage Analytics
• Analytics Tracking Code Setup	Conversion Tracking
o Role of Analytics in PPC	Goals
o Conversion Tracking	Calculating the ROI
o Introduction of affiliate marketing	Introduction of Social Media Marketing
	(facebook, Twitter, Stumble upon, Linked In, Pinterest,...)
	o SMO with Search Engine Optimization
	o Facebook Fan Page Creation
	o Facebook Ads Segmentation
	o Design fan page
	o Image Size Dimensions
	o Creating Groups
	o Facebook Insights
	o Tracking visitors
	o Facebook Marketing Campaign

<ul style="list-style-type: none"> o The role of merchant & affiliate o Creating the affiliate network o Promoting the affiliate program o Local Search Optimization o Latest Search Engine Algorithms o Reputation Management o Mobile Marketing o Email Marketing • Our pay per click training modules Includes <ul style="list-style-type: none"> • Advanced Search Engine Marketing (SEM / PPC/ Google Ad words Course) <ul style="list-style-type: none"> o Google + o Blog Setup o Blog Design o Blogging Article Methods o Blog Marketing o Stumble Upon o Tumblr o Pinterest o Blogging Article Methods o Blog Marketing o Keyword optimization 	<ul style="list-style-type: none"> o Likes Generation o Viral Marketing o Facebook Ad <ul style="list-style-type: none"> • Creating Campaign • Budget, Billing, CPC, CPM, CTA o Twitter Account creation o Twitter Design o How to tweet? o Youtube Channel create o Channel Design o Video creation with slides o Slide Video Creation & Optimization <p>Introduction to AdWords – Google Adwords</p> <p>Getting Started with Ad Words – How to set up account etc.</p> <p>Targeting – Search, Contextual or placement</p> <p>Creation of Effective Campaigns and Ad groups</p> <p>Creation of Banners using Display Builders</p> <p>Writing Compelling Ad Copies—Do’s and Dont’s</p> <p>Keyword Grouping using Broad Match, Exact Match, Phrase Match, Negative Match Techniques</p> <p>Insertion of Google Conversion code and its importance in Effective Campaigning.</p> <p>Costs and Billing</p> <p>Tracking Ad Performance</p> <p>Optimizing Cost per Click</p> <p>Optimizing Ad Performance – Optimize Account & landing page</p> <p>The Ad Words Toolbox – Keyword Tool, Site Exclusion Tool, Ad Diagnostic Tool Etc.</p> <p>Google Analytics code study and Insertion</p> <p>Google Analytics Report Study and Comprehension</p>
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	<p>Google Insights Study</p> <p>Google Trends Study</p> <p>Managing Client Accounts</p> <p>Mobile Marketing Mobile ads types of mobile ads</p> <p>QR codes</p> <ul style="list-style-type: none">• 30+ tools• Course Materials• 6months Student support• Live Projects
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My Linkedin Profile

<https://www.linkedin.com/in/babaseo>

My Facebook Profile

<https://www.facebook.com/digitalmarketingcatalyst>

Class Duration: Monday – Saturday (Regular – 1.5 Hours)

Timings: 10:00 AM – 6:30 PM All Monday – Saturday.

Sundays - 10.00am to 2pm.

Location : Banashankari 3rd Stage&Online

E-mail: digitalmarketingcatalyst@gmail.com, babajan.m@gmail.com

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