

Digital Marketing On-Job Training

Training Duration: 3 months (25% theory and 75% practicals and working with foreign clients).

1. SOCIAL MEDIA MARKETING (SMM)



- Social Media Introduction
- Scope & Importance Of Social Media

Facebook Overview

- Facebook Marketing
- Business Page Creation
- Facebook Groups for relevant audience

Facebook Paid Ads

- Facebook Business Manager
- How does Facebook Advertising Work?
- Facebook Ad Campaign Objectives
- Facebook Ad Targeting
- Facebook Retargeting
- All the matrices to analyze the results
- Reporting & Analysis

Instagram Ads

- Influencer Marketing on Instagram
- Analytics & Measurement
- Importance of hash tags

LinkedIn as a Marketing Platform

- Creating Strong profiles on LinkedIn
- How to Post Jobs on LinkedIn
- How to create Groups on LinkedIn
- LinkedIn for Personal Branding
- LinkedIn Company Pages
- LinkedIn Advanced Search
- LinkedIn Premium
- LinkedIn Ads
- LinkedIn Retargeting

Twitter

- Twitter Profile Optimization
- Using Hashtags
- Increasing Followers
- What is Re-tweet and Mention?

Twitter Ads

- Twitter Retargeting
- Twitter Analytics
- Twitter Tools - Crowdfire, Tweriod, Hashtagify,
- Ritetag, TweetReach & TweetArchivist

Google Plus

- Creating and Optimizing Google Plus Profile
- Circle Management & Communities
- Turn Your Profile into a 24/7 Digital Business Card
- Create Your Google+ Business Page

Other Important tasks like:

- Know how to share links, images, videos and create polls.
- Find, Connect, and Engage with your exact target audience.
- Reporting & Analysis

YouTube

- YouTube Channels & Features
- How to upload videos

Pinterest

- Introduction to Pinterest
- Features of Pinterest
- Pinterest Analytics
- Social media tools: Buffer, Hootsuite, canva, hubspot, spoutsocial, tweetdeck, pinpinterest, bots and other tools.

2: Introduction to SEO

1. How Search Engines Works
2. Indexing & Crawling Basics
3. Optimizing Crawl Budget



- Organic Search vs. Paid Search Results
- Anatomy of a Search Result (Search Snippet)

- What is On-page SEO (Content,Architecture, HTML)
- What is Off-page SEO / Link Building (Social, Content-based, PR)
- Keyword Planner
- Finding Seed Keywords: Mind Map for Keyword Research
- Keyword Research Process - Identify

On page SEO

- HTML Tags for SEO: Title, H1, META Tags,
- Title, H1, Meta Description, Keyword Usage
- Crawling: XML, HTML Sitemaps, Robots.txt
- Content Clusters (Creating SEO-based content)
- Negative on-page to avoid
- URL Architecture
- Page Speed Analysis (GTMetrix / YSlow /
- Google Page Speed Insights)
- 301 Redirects
- Mobile Websites : Responsive, Adaptive,
- Optimizing for Voice Search
- What is Schema & Why is it relevant to SEO.

- 1:Schema Types - Micro, JSON-LD
- 2:How Schema shows up in SERPs

Off page SEO

- What is Link Building
- Link Building Tactics
- Manual Link Building Process
- Link Building Metrics
- Quora
- YouTube Video SEO
- Slideshare, Scribd and other social channels for SEO
- What is Local SEO, Pigeon Update
- Google My Business, Bing Places
- Local Pages on your website
- Local listings / citations

SEO Audit, Tools, Measurement

- What are SEO Audits.
- Different Types of SEO Audits.
- Complete SEO Audit with Checklist - Screaming
- Frog SEO Spider, SEMRush Backlink Audit, Page

- Speed Audit with GTMetrix / Google Page Speed
- Insights, Mobile Site Audit
- Google Search Console
- Algorithm Updates
- History of Google Algorithms
- Panda, Penguin, Pigeon, Caffeine updates
- RankBrain and the Future of SEO

3: Email Marketing



- Understanding & Benefits of Email Marketing
- Permission Marketing & Spamming
- Designing an Effective Email Campaign
- Email Marketing Tools
- Email Guidelines(CanSpam)
- How to Increase Open & Click through rates
- Tracking Email Marketing Reports
- Blog Email Automation
- Subscription Email Automation
- ECommerce Automation
- Creating Signup form for website

4: Google Analytics



- Getting Started With Google Analytics
- How Google Analytics Works?
- Accounts, Profiles and Users Navigation
- Google Analytics
- Basic Metrics
- The Main Sections of Google Analytics Reports
- -Traffic Sources
- -Direct, Referring, and Search Traffic
- -Campaigns
- -Ad Words, Ad Sense

5: Google Adwords



- What is PPC?
- How PPC differs from SEO?
- Understanding Advertising Goals
- What is Google Adwords?

- Account Creation
- How to do targeting and micro targeting.

What is Search Marketing?



- Types of Ads
- Do's & Don't's of Ads
- Keyword Match Types
- Remarketing
- Bid Strategies
- DKI (Dynamic Keyword Insertion)
- Count down Ads
- Bid Adjustment
- Ad Extensions
- URL Option

What is Display Marketing?



- Remarketing
- CPM Vs CPC
- Branding With Display Marketing
- Type Of Ads
- Creation Of Banner Ads

Training fee: 20000 lump-sum (10,000 at joining and 10,000 after one month).