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Digital
MARKETING ACADEMY

" Turning learners
into Digital leaders "

DIGITAL
MARKETING
COURSE

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06 WEEKS

DIGITAL MARKETING COURSE

Google PREMIER Partner · Meta Business Partner · Bing ads

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Credit of
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Chapter 1 — Introduction to Digital Marketing
- What exactly is digital marketing ?
- The digital marketing Funnel amd its stages
- AI and Digital marketing
- Tools of Digital Marketing

Chapter 2 — General Overview of Web Concept & Hosting
- What is WWW?
- What is Domain?
- What Is Domain Name?
- What is Domain Extension?
- What is Hosting?
- Types of server
- Different types of website

Chapter 3 — Website building & Creation using WordPress
- Overview of website planning and creation
- Introduction to WordPress and Plugins

Chapter 4 — Search Engine Optimization (on-Page SEO)
- What is SEO?
- What is SERP?
- XML Site Map Creation
- Tools for seo
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

Chapter 5 — Search Engine Optimization (off-Page SEO)
- Social sharing,Blog commenting,Social Bookmarking
- Link Building Strategy
- No follow do follow, Backlinks

Chapter 6 — Technical SEO Analysis
- Website structure
- Breadcrumb
- URL structure
- Robot.txt
- Canonical errors
- Redirect 302,303,301
- Sitemaps (HTML & XML)

Chapter 7 — Search Engine Marketing
- How search engine works
- Keyword research for SEM
- Paid search vs Organic Search

Chapter 8 — Google Ads
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- Campaign creation Search Campaign, Display campaign
- Conversion setup

Chapter 9 Google Search Console
- What is Google search Console? An overview
- How to set up google search console

Chapter 10 Social Media Marketing
- What is Social media Marketing
- How to market Company's Product On Social Media
- Why is Social Media Important?
- 7 Wonders of Social Media
- Create your profile one by one

Chapter 11 Social media optimization
- Social Media Platforms Overview
- Facebook,Instagram,Twitter (X),LinkedIn,Pinterest,YouTube
- Social Media Profile Optimization
- Social Media Content Creation & Optimization
- Tools for SMO (Hootsuite, Buffer)
- Social Media Analytics & Insights
- Social Media Algorithms

Chapter 12 Email marketing
- Introduction to Email Marketing
- Tools & Software
- Technical Essentials
- Campaign Creation & Testing
- Tracking & Analytics

Chapter 13 YouTube Marketing
- Introduction to YouTube
- Video Creation & Optimization
- Monetization & Analytics

Chapter 14 Career Counseling
- Doubt sessions
- Soft skill training & career Counseling
- Interview preparations

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03 MONTHS

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1. Introduction to DM
- What Exactly is Digital Marketing?
- Digital Marketing Vs Traditional Marketing
- What is B2B & B2C Marketing?
- How to Start Digital Marketing?
- What is Traffic?
- What is Keywords?
- One By One Process Of Digital Marketing
- How to get traffic on website
- Types Of Lead & Conversion
- How to Retain your Web Customer?
- Benefit of digital marketing

2. General Overview of Web Concept & Hosting
- What is WWW?
- What is Domain?
- What Is Domain Name?
- What is Domain Extension?
- What is Hosting?
- Types of server
- Different types of website

3. Website building & Creation using wordpress
- How to Create a Blueprint of a Website?
- Objective of Website
- Deciding Position of Images & Content
- How to make your website faster than Others?
- How to Create a website in Wordpress?
- Choosing the right domain name for your website
- Choosing a hosting platform Installing WordPress within 5 minutes
- Choosing the right free/paid wordpress theme for your blog
- How to set up Google Webmaster tools and Google analytics for your blog?
- Plugins you need for your WordPress blog/Website

4. Search Engine Optimization (on-Page SEO)
- What is SEO?
- What is SERP?
- XML Site Map Creation
- Tools for seo
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

5. Search Engine Optimization (off-Page SEO)
- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?

- How to Increase Page Rank?
- Search Engine Submissions Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Forum Posting
- Business Listing
- Classifieds posting
- Social Bookmarking
- Social Networking
- What is Page Rank?
- What is PA & DA?

6. Advance SEO Knowledge
- How to optimize your site for Google Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update?
- How to recover your site from Panda, Penguin and EMD?
- What si black hat SEO Black Hat SEO techniques

7. Google Ads (Search Advertising)
- Introduction to PPC & Adwords
- SeEing Up Google Adwords Account
- Payment Option- Which is beEer ?
- Create First Campaign
- Understanding Adgroup, Ads, Keyword Concept
- Learn Bidding Strategy
- Geo Targeting
- Site Link Extensions
- Phone Extensions
- Local Extension
- Review Extension
- What is Quality Score?
- What is CTR
- Conversion Tracking
- CPC/CPM
- How to Optimize your coast?
- How to Maintain QS & High CTR

8. Re-marketing
- How to use the Shared Library?
- What is Audience?
- How to Create a Remarketing List?
- SeEing Up your First Remarketing Campaign

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9. Display Advertising
- What is Display Advertising?
- Understanding Display SeEing Concept
- Frequency Capping
- Type Of Display Network
- Understanding Display Planner Tools
- Display Targeting Optimization
- Display Keywords Targeting
- Placement Targeting
- Topics & Demographics Targeting
- Understanding Conservative Targeting
- Aggressive Targeting(Display Campaign Optimizer)
- Tips & Tricks

10. Shopping Ads
- What is Shopping Ads?
- Creating & Verify Google Merchant Center Account
- Add Product in your MCA
- Understanding all required Fields for Product Listing.
- Add your Product in feeds using Google Seats
- Automatic Item Updates
- Linking MCA to Adwords Account

11. Video Ads
- What Is Video Ads?
- Video Ads Format
- In-stream or video discovery ads
- Bumper ads: 6-second video ads
- Different bidding methods
- Linking your YouTube accounts to Adwords
- Types of Video Targeting Method
- Selecting Best Targeting Method for your ads
- Tips for Creating Video Ads

12. Universal App Ads
- Understanding Universal App Ads
- Upload your First app to PlayStore/IOS
- Creating your First Mobile App Ad
- Campaign Optimization
- Bid Strategy(Cost per Install)
- Find Best Placement for ads
- Tips & tricks for More Installation

13. Google Ads Alternatives
- Overview of Bing & Yahoo PPC
- Transfer Google Adwords Campaign to Bing
- Compare Adword & Bing PPC
- Understanding Google Alternative
- Explore Bidvertiser, Info links, BuySellAds & More
- Adword certification

14. Tracking Performance and Measurement with Google Analytics
- What is Google Analytics?
- How Google Analytics works?
- Accounts , Profiles & user navigation
- Google Analytics
- Basic metrics
- The main sections of Google Analytics reports
- Traffic source
- Direct. Referring & search traffic
- Campaigns
- Visitors Analysis
- Unique visitors
- Geographic and language information
- Actionable Insights and the Big Picture
- Recap of Google Analytics reports and tools
- Finding actionable insights
- Common mistakes analysts make
- Additional Web analytics tools

15. Social Media Marketing
- What is Social media Marketing
- How to market Company's Product On Social Media
- Why is Social Media Important?
- 7 Wonders of Social Media
- Create your profile one by one

Facebook Marketing
- Understanding facebook marketing
- Creating page on facebook
- Exercise on fan page wall posting
- How to do marketing on fan page
- Fan Engagement
- Facebook Advertising
- Types of facebook advertising
- Best practice for facebook advertising
- Creating Facebook advertising campaign
- Ad testing, Facebook Business manager Setup
- Targeting in ad Campaign
- CBO & facebook pixel setup
- CPC/CPM
- Facebook analytics
- Facebook strategy Discussion
- Special ad category
- Facebook Remarketing
- Instagram Marketing
- Whatsapp Marketing

LinkedIn Marketing
- Introduction about LinkedIn
- Create your personal & company profile

- Understanding B2B and B2C Concept
- How to use Linked Group for Marketing
- How to Increase your Connection

Twitter Marketing
- Introduction to Twitter
- Why is it Microblogging?
- How to increase Followers (White & Black hat)
- How to Market your Product
- Understanding # (Hashtag) concept
- Advertising on Twitter
- Tools for Twitter Marketing
- Tweettdeck

Pinterest Marketing
- What exactly is Pinterest?
- How it's different from other social media
- How to promote Business on Pinterest?
- How to increase followers on Pinterest?
- How can it help you to Promote your content?
- Analytics Pinterest

Quora Marketing
- Introduction to Quora
- How Quora helps in Content marketing?
- How to reply to a Quora Question?
- Create Quora Ad

16. Social Media optimization
1. Social Media Platforms Overview
   Facebook, Instagram, Twitter (X). LinkedIn, Pinterest, YouTube
2. Social Media Profile Optimization
3. Social Media Content Creation & Optimization 4. Tools for SMO (Hootsuite, Buffer)
5. Social Media Analytics & Insights
6. Social Media Algorithms

17. Email Marketing
- What is Email Marketing?
- What is Opt-in & double opt-in database
- What is Subscriber database?
- Email Marketing So ware
- Email Marketing Online Tools
- Bulk email service provider
- What is SMTP Server?
- Rules of sending Bulk mail
- SeEing auto responder email
- Best practice to
- Few tricks to send mail in inbox directly
- What is CAN-SPAM Act?
- What is A/B testing?
- Create your First email Campaign
- How to track Open/bounce/ unsubscribed Email?

18. Youtube Marketing
- Introduction to youtube
- Creating Multiple Chanel in Single Account
- Tools to create Videos
- How to add Annotation, subtitles & cards
- Search optimization of videos
- Tools to optimize Videos
- Instream & bumper ad in youtube
- Video Monetization
- Tricks to make Money from youtube
- Distribution of Videos for ranking
- Youtube Analytics

19. Lead Generation
- Definition of online sales lead
- Cold, Warm and Hot leads
- What is the landing page?
- Difference between landing page & website
- How to create a landing page?
- How to use the Thank you page?
- Tools to create landing pages: What is A/B testing?
- Lead Funnel
- Converting Leads into sales through internet Marketing

20. Online Advertising
- Introduction to banners, Contextual ads & rich Media
- Tools to manage pop up advertising
- Pop under advertising
- Contextual advertising using images & video
- Online Advertising company
- Creating Banner Ads using tools
- Tracking & Measuring ROI of online advertising

21. Ecommerce Marketing
- What is ecommerce?
- Current ecommerce scenario in India
- Driving traffic to e commerce Portal
- How to perform SEO for ecommerce website?
- Create advance strategy for Ecommerce Portal

22. Mobile Marketing
- What is mobile marketing?
- Why is it important in current Scenario?
- What is mobile website?
- Tools to create Mobile app Ads on Mobile app
- How to do seo for mobile app search?
- Tools to create Mobile Website
- SMS marketing
- TRAI rules & Regulations for Mobile Marketing

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23. Content Marketing
- What is Content Marketing?
- Objective of content Marketing
- Why 'Content is King' for SEO scenario?
- How to write SEO friendly Content?
- How to become a content writer?
- Tools for content writing
- How to Spin other website content?
- How to promote your content online?

24. Growth Hacking
- What is Growth Hacking?
- Calculate per-user LTV
- Design Growth Funnel
- Analysis of Growth using analytics tools
- Story Telling technique for Growth Hacking

25. Influence marketing
- Introducing influence marketing
- What is brand influencers?
- What are Digital influencers?
- Social Media influencer Marketing
- Influence customer mindset
- Case studies of influence marketing

26. Online Reputation Management
- What is online Reputation?
- Why is Online Reputation Important?
- How to manage your online reputation?
- How to respond first page review
- How to take control on your online reputation?

27. Affiliate marketing
- What is affiliate marketing
- Making money from affiliate marketing
- Overview of affiliate marketing networks
- Best affiliate marketing websites
- Secrets of affiliate marketing
- What is CJ.com
- How to apply for affiliate

28. Become online Seller
- How to Select Best Product?
- How to Decide Pricing?
- Select Best Marketplace for your Product
- Registering on Marketplace
- List your Product
- Choose Best Logistic option

29. Google AdSense
- Adsense Program overview & Features
- How to get approved for adsense?
- Few tricks to get approval by Google
- How to put ads on your blog?
- How to receive a check from Google each month through Google adsense?
- Building an AdSense network with multiple Adsense websites

30. Freelancing
- What is freelancing?
- Popular freelancing websites
- How to take project from a freelancing website?
- How to Choose a Freelancer(For your project)?
- How to get money worldwide?
- Popular online payment option for freelancer

31. Interview Preparation
- How to Write Perfect Resume?
- Question & Answer Session
- Important questions List
- Mock test Preparation

32. Ad Algorithm & Psychology
- Understanding the human behaviour on Internet
- Ad Concept and analysis
- Ad Psychology & Strategy discussion

33. Inbound Marketing
- Understand and implement the concept of funnel marketing
- Strategize the plans for aEracting a relevant audience using cost effective methods
- Learn to use automation tools such as HubSpot, Push Engage & landing page builder
- Start to strategically analyze your campaigns and tactically improve them

34. Conversion Rate optimization - CRO
- What is CRO
- What is a conversion
- Macro-conversions:
- Micro-conversions
- How to calculate conversion rate
- CRO Marketing Strategies

35. User Experience - UX
- Concept of User Experience
- Role of UX
- R&D process
- Generating framework
- Role of Graphics in UI / UX
- Finalising the layout

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- Don't confuse goal , mission & objective with Strategy
- How to make a sale funnel
- Geeting Your Customer into the Sales Funnel
- Sales Funnel Marketing
- Autopilot sales marketing
- Ad platform & placement selection
- Identification of Target Audience
- Sale & Ad strategies
- A/B testing

37. Video Marketing & Youtube SEO
- Importance of video marketing
- Find video keywords
- Title, Description , Tags
- Video Ranking strategies
- Mixing up competitor strategy
- Ideas for Video Topics
- Optimize your videos for search
- How to engage user
- How to promote your video Paid / organic
- Youtube ads

38. Whatsapp marketing
- Whatsapp business integration
- Chatbot sessions
- Automate your communication
- So ware for bulk messaging
- Whatsapp integration to page
- Whatsapp Marketing ideas & Strategies

39. Personality Development
- How to make the Good first impression
- Effective speaking
- Tips for building confidence
- Communication skills
- Self discipline & decision making skills

40. Telegram & SnapChat Marketing
- Snapchat Ad account Setup
- Types of Snapchat ads
- Ad strategy & ideas
- Marketing & growing your Account
- Snapchat ad exercise
- Telegram Marketing ideas
- How to promote a Telegram channel from scratch

41. Google Tag Manager
- Introduction
- How Google Tag manager works
- Google tag manager account setup

- Installing tag manager to website
- Google Tag Manager Panel Overview
- Installing Facebook Pixel with Google Tag Manager
- Google Ads Conversion Tracking
- Track button clicks in Google Analytics

42. Personal branding
- Introduction to personal brand
- Can people find you
- Defining your niche
- Personal branding influencer
- Personal branding
- The 30 Second pitch
- Personal branding & Social networking
- How to influence your personal branding by ads
- Ideas strategy for personal branding

43. Increase Subscriber / followers
- How to Grow your social channel
- With the help of Paid Media
- Page like & Subscribe techniques
- High reach and engagement activities

44. Startup mentorship
- Identify customer needs
- Ads & web analytics
- Helps in ads optimization
- Ad test & Growth Hacking ideas for your project
- Develop product and service
- How to Plan and execute efficient Paid Search Campaigns
- How to Automate Your Digital Marketing Process
- How to be part of a startup submit
- How to find an investor

45. Instagram Marketing
- How To increase followers
- Hashtags Secrets
- Crafting Your Instagram Bio
- Optimizing your Instagram Account
- Theme and Purpose of Your Content
- Types of Content we can use
- Increasing Your Content Engagement
- Influencer Marketing
- The Power of IG ads
- The Perfect Instagram Ad Structure
- Geeting Verified

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46. Landing page & Email template creations
- Template creations ideas
- Email Automation
- Email follow-up marketing
- Email ad landing page experience

47. Marketing Automation
- Tools Email Campaigns
- Email Autoresponder
- SMS Autoresponder
- Creating Landing Page
- Landing Page CTA
- Lead Generation Strategy
- Capturing Leads from Sources
- Website Widgets
- Products Integration

48. Gender, Age & Graphics Psychology
- Connection between human mindset and Graphics
- Impact of Colors
- Age Strategy
- Gender Strategy

49. Psychology of Search
- Introduction
- The search Process
- How an advertiser fit into search Process
- Search Terms used to Trigger your Keywords

50. Introduction to Audience Type
- Introduction
- The remarketing process
- Customer Match With CRM Data
- Target user with in - Market And affinity audiences
- Demographic Targeting Options

51. Dropshipping
- What is Dropshipping?
- How to Do Drop Shipping
- Finding a product to sell
- Dropshipping Strategy

52. Viral Marketing
- Content
- Idea
- Information
- Message
- Emotional aspects
- Specific motive - character

53. Proposal writing
- How to write Business Proposal
- Custom Proposal
- Strategic Proposal

54. Google , Facebook & other Certificate preparation
- Google ads Certification
- Facebook blueprint certification
- Bing ads
- Hubspot

55. Special ad categories
- Post Verification from facebook & Google
- Linking profile to ad account
- Social issue & politics ads
- Special categories ad strategy

56. Badge Verification
- Facebook page Badge Verification Process
- Instagram page Badge Verification Process
- Twitter page Badge Verification Process
- YouTube Chat support
- Google Cal & chat support
- Facebook Chat support

57. Funnel Creation
- Funnel strategy
- Funnel process
- How to create a power marketing funnel
- Types of funnel
- Selecting ad Platform & placement for Your Business Growth
- Video & Display Ads
- Search, Social & more

58. Advanced ad features
- Responsive
- Dynamically Customize Ads
- Ensure Your Ads Are Complete
- Prequalify ad testing

59. Chat-GPT, BARD AI

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Digital Marketing Career Paths

Digital Marketing	Paid Social Marketing	Email Marketing	Pay-Per-Click/ Paid Search Advertising	Social Media Marketing	Ecommerce Marketing	Search Engine Optimisation (SEO)

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