



**ADVANCE  
DIGITAL  
MARKETING  
VIDEO TRAINING  
COURSE**

# Who Can Join?



**Business Owners** who want to attract more customers online and really want to learn Practical Strategies right from Email Marketing to Advance PPC Marketing to grow their business.



If you are a Marketing **Employee**, I.T person, social media marketer, website or Graphic Designer, you can join this advance course & complement your skills with Digital Marketing.



If you are a **Student** or a **Job Seeker**, here comes a great opportunities to excel in the field of Digital Marketing. Start a Job or start your own Online Business

# Our Achievements :



**1000+**

PPC Ad Campaigns

**120+**

Clients Served

**450+**

Digital Assets Managed

**13000+**

Students Trained

**97%**

Positive ROI on Ads

**90 Lacs +**

Ad Impressions to People

# Course Modules :

M 01 : Digital Marketing Fundamentals  
M 02 : Website Planning and Structure  
M 03 : Facebook Marketing for Business  
M 04 : Google Adwords and PPC Advertising  
M 05 : YouTube and Video Marketing  
M 06 : E-mail Marketing for Business  
M 07 : Lead Generation & Marketing Automation  
M 08 : eCommerce and Payment Gateway  
M 09 : Remarketing Strategies – Advance Level  
M 10 : Google Plus for Business

M 11 : LinkedIn and Twitter Marketing  
M 12 : Google Analytics and Webmaster Tool  
M 13 : Search Engine Optimization (SEO)  
M 14 : Affiliate Marketing & Google AdSense  
M 15 : Case Studies and Practical Assignments  
M 16 : Google Certification Program Training

**Ok.. Mr. Viral Jadhav**  
**Can you please explain the**  
**detailed topics covered in each**  
**module...**

# Module 1 :

## Digital Marketing Fundamentals

Section 01 : Marketing v/s Sales

Section 02 : Marketing Mix and 4 Ps

Section 03 : What is Digital Marketing

Section 04 : Inbound vs Outbound Marketing

Section 05 : Content Marketing

Section 06 : Understanding Traffic

Section 07 : Understanding Leads

Section 08 : Strategic Flow for Marketing Activities

# Module 2 :

## Website Planning and Structure



WWW

Domains

Buying a Domain

Website Language & Technology

Core Objective of Website and Flow

One Page Website

Strategic Design of Home Page

Strategic Design of Products & Services Page

Strategic Design of Pricing Page

Portfolio, Gallery and Contact Us Page

Call to Action (Real Engagement Happens)

Designing Other Pages

SEO Overview

Google Analytics Tracking Code

Website Auditing

Designing Wordpress Website

# Module 3 : Level - 1

## Facebook Marketing Fundamentals



Profiles and Pages

Business Categories

Getting Assets Ready

Creating Facebook Pages

Page Info and Settings

Facebook Page Custom URL

Invite Page Likes

Featured Video

Pin Post and Highlights

Scheduling Posts

Facebook Events

Reply and Message

Facebook Insights Reports

Competitor's Facebook Page

Ban User on Facebook Page

Connect with Twitter



# Module 3 : Level - 2

## Facebook Ad Campaigns



Organic v/s Paid

Defining Ad Objective

Performance Matrix

Ad Components

Designing Creative Image

Facebook Ad Structure

Setting Up Facebook Ad Account

Create Ad - Targeting

Create Ad - Budgeting

Create Ad - Creative

Content and CTA

Boosting Page Posts

Page Promotion

Video Promotion

Similar Ads and Audiences

Tracking Pixels Code

Remarketing - Website Visitors

Custom Audiences - Look Alike

Custom Audience - Saved Group

Managing and Editing Ads

Ad Reports and Ad Insights

Billing and Account

# Module 3 : Level - 3

## Facebook Advance Strategies



Facebook Business Manager  
People, Pages and Roles  
Ad Accounts Configurations  
Ad Agencies and Assigning  
Shared Login for FB Business A/c  
Power Editor - Most Advance  
Email Targeting on Facebook  
Facebook Offers

CTA on Page  
Posts for Location  
Save Time with Third Party Tools  
Case Studies  
Practical Examples

# Module 4 : Level - 1

## Google Adwords Basics



Understanding Adwords

Google Ad Types

Pricing Models

PPC Cost Formula

Ad Page Rank

Billing and Payments

Adwords User Interface

Keyword Planning

Keywords Control

Creating Ad Campaigns

Creating Text Ads

Creating Ad Groups

Bidding Strategy for CPC

Practical Examples

# Module 4 : Level - 2

## Google Adwords Intermediate



PPC, CPM, CPA

Other Measuring Tools

Bidding Strategy on Location

Bidding Strategy on Schedule

Bidding Strategy on Devices

Conversion Tracking Code

Designing Image Ads

Creating Animated Ads

Examples on Animated Ads

Creating Video Ads

Youtube Video Promotion

Hi-Jack Competitor's Video Audience

Practical Examples

# Module 4 : Level - 3

## Google Adwords Advance Level

Remarketing Strategies

Remarketing Rules

Remarketing Tracking Code

Linking Google Analytics

Designing Remarketing Images

Shared Budget

GWD Software

# Module 5 : Level - 1



## YouTube Marketing Fundamentals

Video Flow

Google Pages for YouTube Channel

Verify Channel

Webmaster Tool – Adding Asset

Associated Website Linking

Custom Channel URL

Channel ART

Channel Links

Channel Keywords

Branding Watermark

Featured Contents on Channel

Channel Main Trailer

Uploading Videos

Uploading Defaults

Creator Library

Practical Examples

# Module 5 : Level - 2

## YouTube Marketing Advance



Channel Navigation

Video Thumbnail

CTA – Annotation

CTA – Extro

CTA – Cards for Mobile

Redirect Traffic to Website

Post Upload Enhancements

Live Broadcasting

Managing Playlists

Managing Comments

Managing Messages

Monetization with AdSense

Paid Youtube Channel

Channel Analytics

Real Time Analytics

# Module 5 : Level - 3

## Video Making for YouTube



How to make videos

Camera Angles

Setting up Lightings

Shooting Techniques

Editing Videos

Editing Audio

Background Music

White Board Animation

Publishing HD Videos

On Hands Training on Video

Editing Software

Practical Examples

Creating Animated Contents



# Module 6 : Level -1



## Email Marketing – Content Writing

Email Machine – The Strategy

Email Frequency

Why People Don't Buy

The Fuel – Value

Triggers in Email using 4Ps

Sequence of Email Triggers

Email Example – Topic

Email Example – Intro

Email Example – Product

Email Example - Secondary Value

Email Example - Fear

Email Example – Regret

Email Example – Ask for Sales

Email Example – Reinforcement

Email Example – Offers Announcements

Email Example – Urgency

Email Example – Cross Sales

Email Example – Re-Engagement

Email Example – Buyer vs Consumer

# Module 6 : Level -2



## Email Marketing Advance Level

Email Software and Tools

Importing Email Lists

Planning Email Campaign

Email Templates and Designs

Sending HTML Email Campaigns

WebForms Lead Importing

Integrating Landing Page Forms

Campaign Reports and Insights

Segmentation Strategy

Segmentation Lists

Auto-Responder Series

Triggering Auto – Responder Emails

AutoResponder Actions

# Module 7 :

## Marketing Automation



Marketing Automation Tools

Email Campaigns

Email Autoresponder

SMS Autoresponder

Creating Landing Page

Landing Page CTA

Lead Generation Strategy

Capturing Leads from Sources

Website Widgets

Lead and List Management

CRM Integration

Sales Integration

Products Integration

Business Reporting

Lead Source Link Building

Lead Tracking Features

WebHooks and Connectors

Complete Automation Strategy

# Module 8



## Ecommerce and Payment Gateway

- eCommerce Business
- Planning eCommerce Website
- Product Placements
- Product Grouping
- Promoting eCommerce Website
- Remarketing Products
- Understanding Coupon System
- Appointing Affiliates for Products
- Cross/Up/Down Selling

- Payment Gateway in India
- Application and Documentation
- Collecting Online Payment
- Web Store using Payment Gateway
- Web Fronts using Payment Gateway
- Invoice Payments through Emails
- SMS Invoice Payments
- Integrating Payment Gateway
- Payment Links and its Promotion
- Affiliates for Payment Links

# Module 9 :

## Re-Marketing Strategies



Re-Marketing Flow

Email Re-Marketing Strategy

Segmentation Re-Marketing Strategy

Facebook ReMarketing

Google Adwords ReMarketing

Marketing Machine Bucket Filling

Dynamic Re-Marketing for eCommerce

Pixeling and Tracking Cycle

Video ReMarketing

Custom Audience ReMarketing

Engagement Re-Marketing





























