



**ADVANCE
DIGITAL
MARKETING &
SEO
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 :

10

PPC Ad Campaigns

25+

Clients Served

10+

Digital Assets Managed

10+

Students Trained

97%

Positive ROI on Ads

50 K+

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.
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

Module 10 :

Google Plus for Business

- G+ Pages Ranks Higher
- Google Plus Profile
- Google Local Business
- Google + Company Page
- Adding Contact Links
- Utilizing +1 Button
- Managing Circles
- Posting Contents

- Google Hangouts
- Social Relevance to G+ in Adwords
- Sharing G+ Buttons on Website
- HashTags and Mentions
- Review and Testimonials
- G+ Mobile App
- Integration with Website

Module 11 :

LinkedIn, Twitter and Pinterest

- LinkedIn - The hub of B2B Networking
- Creating LinkedIn Account
- Updating Contact Information and Links
- Designing Profile and Summary
- Managing Connections
- Advance Searching
- Who Viewed Your Profile
- Endorsements - Publishing and Receiving
- Creating LinkedIn Company Page
- Updating Products and Services

- Creating Showcase Pages
- Engaging with Updates
- Running Paid Campaigns
- Recruitment through LinkedIn
- LinkedIn Groups
- LinkedIn Mobile App

Marketing on Twitter & Pinterest

Module 12 :

Google Analytics and WebMaster Tool

Web Analytics

Integrating with Website

Measurement Metrics

Accounts and Profiles

Analytics Reporting

Sorting, Filter and Time Chart

Audience Segmentation

Traffic and Behaviour Reports

ReMarketing Audiences

Goals and Conversion Reports

Developing Intelligence Report

Google Webmaster Tool

Setting up Tool for SEO

Adding and Managing Assets

Integrating WebMaster Tool

Site Map and Site Links

Search Traffic and Links

Google Indexing

Managing Crawl Errors

Managing Security Issues

Module 13 :

Search Engine Optimization

Understanding SEO
SEO Keyword Planning
Meta Tags and Meta Description
Website Content Optimization
Back Link Strategies
Internal and External Links
Optimizing Site Structure
Keywords in Blog and Articles

On Page SEO
Off Page SEO
Local SEO
Mobile SEO
eCommerce SEO
Optimizing with Google Algorithms
Using WebMaster Tool
Measuring SEO Effectiveness

Module 14 :

Affiliate Marketing and AdSense

- Understanding Affiliate Marketing
- Sources to Make Money Online
- Selecting Affiliate Program
- Applying for an Affiliate
- Building Assets for Affiliate Promotion
- Payments and Payouts
- CPC, CPA, CPI and other metrics
- Getting Most Conversions
- Day to Day Work Scheduling
- Managing Affiliate Accounts

- Blogging
- Google AdSense Account Setup
- Placing Ads on Website
- Placing Ads on Blogs
- YouTube Video Monetization
- Allowing and Blocking Ads
- Performance Metrics
- AdSense Administration

Module 15

Case Studies and Practical Assignments

We have experience of running more than 10 Ad Campaigns. We will share Case Studies and Advance Strategies.

We will also give you Practical Assignments for Website, Ad Designing, Email Content Writing, Affiliate Promotions, SEO and many more.

So that you not only learn Digital Marketing but you can actually implement Digital Marketing Strategies for your or your client's business.

Module 16 :

Exams and Certifications

Section 01 : Registering Google Certification Program

Section 02 : Training for Google Adwords Certification

Section 03 : Training for Google Analytics Certification

Section 04 : Training for Google Video Advertising Certification

Section 05 : Sample Test Papers for Google Certification Examination

Section 06 : Online Exam for Certified Digital Marketer

NOTE:

Exams are in MCQ Format.

Study material for exams are provided on request.

Ok Sunny Sir..

How Will I Get Training ?

Is it Online or Offline ?

Course Delivery Method :

“Learn at your Own **Time** : Own **Speed** : Own **Place**”

Once you subscribe for the course, you will get Download Link Instantly for Course Contents. If you want, you can also request hardcopy if you have internet connectivity issues.

Generally it takes 2 to 3 Months to Complete the Course.

Is it Difficult to Learn ?

**Absolutely Not. We will teach you through
Step-by-Step Videos. You just need basic
knowledge of Computers and Internet. It will
be in Simple Hing-lish Language.**

What About Update ?

Even after completion of course, we will send you new videos for updates happening in digital marketing industry. Plus we will also continue to provide Email Support till 3 month.

How Can I Enroll ?

You can enroll right now. You can make online payment or you can also deposit cash/cheque in PNB.

[See Course Fees](#)

Have Questions ?
Call +91 98771 64764

Visit Website