

The Complete Digital Marketing Course

Duration: 70–80 Hours

This course is suitable for your marketing/sales team who wish to design and create end-to-end digital marketing strategies for your organization. This course will enable your team to achieve the highest level of practical skills needed to succeed in Digital Marketing. After the successful completion of the training course, your team will be able to plan, create, and formulate and analyze different Marketing Strategies. In short, they will be fully groomed as Digital Marketing professionals.

Topics covered under this course are:

1. Introduction to Digital Marketing

- Overview of Digital Marketing
- Different online marketing channels
- Understand the journey of online customer
- Key Terminologies in online Marketing
- Overview to Content Management System
- Overview of business model and Marketing Strategies

2. Search Engine Optimization: On Page Optimization

- Overview of Search Engine Optimization (SEO)
- Importance of Search Engines and its mechanism
- Areas that need optimization and its process
 - On-page SEO vs. Off-page SEO
 - Why both On-page and Off-page need to be right?
- Text and voice search optimization using On-Page SEO
- Important components of on-page SEO
- Keyword selection and its usage
- Website architecture

- Introduction to white, gray, and black hat SEO techniques
- Overview and setup of Google Search Console
- Ways to find if Google can “see” everything
- Identification of high engaging content and site element
- Best practice to re-use the existing content

3. Search Engine Optimization: Off Page Optimization

- Overview of Off page optimization
- Areas of off-Page SEO to help establishing the brand name
 - Bounce Rate
 - Domain and Page Authority
 - Trust & Domain age
- Ways to improve the domain and page authority
- Backlinks
 - Introduction to backlinks and how it helps the website to rank in first page?
 - Factors to consider while getting the backlinks
 - Ways to find and identify the relevant platforms, and blog posts for backlinks
 - Usage of Social Media platforms in creating backlinks
- Google My Business Listing
- Elements to conduct a comprehensive site audit
- Real-time analytics and mouse tracking using heatmap
- Tools and techniques to improve site performance, user experience and SERP ranking

4. Mobile Marketing and Optimization

- Introduction to Mobile Marketing
- Importance of mobile friendly website and content
- Overview of AMP (Accelerated Mobile Page) and its importance
- Usage of Mobile App in marketing-mix
 - Push notifications
 - In-app notifications
- App building and monetization
- Listing on app stores
- App Store Optimization
- Mobile advertising practices for email
- Mobile marketing campaign on other’s app

5. SEM - PPC Marketing: Session 1

- Introduction to Search Engine and PPC Marketing (SEM)
- Overview and setup of Google AdWords (PPC Platform)

- Type of Ads Google AdWords serves
 - Search Ads
 - Display Ads
 - Product Listing Ads
 - Video Ads
- Important components of PPC Marketing
 - Keyword Selection and its usage
 - Way to craft a powerful USP
 - High converting landing page
 - Compelling Ads
- Search and Display campaign creation and conversion tracking
- A/B testing and monitoring the experiment in Google AdWords
- Linking Google Analytics & AdWords

6. SEM – PPC Marketing: Session 2

- Overview of Shopping Ads
- Registration with Merchant center
- Shopping Ads campaign creation and tracking
- Universal App Ads and Mobile App Ads
- AdWords Editors (Work Offline Tool)
- Core Concepts
 - Quality Score
 - Ad Rank
- Exposure to automated campaign management tools for AdWords
- Exposure to automated bidding management tools for AdWords
- Usage of AdWords to gauge audience insights

7. SEM – PPC Marketing: Session 3

- Overview of remarketing campaign
- Setup of remarketing campaign in AdWords
- Introduction to OVER THE TOP (OTT) Marketing
- Types of OTT Platforms and monetization options in India
- Introduction to YouTube Marketing and Channel creation
- YouTube marketing best practices
- Video ads campaign creation and tracking
- Usage of YouTube prime packs to build awareness and reach
- Integration of YouTube with social media
- YouTube analytics and report

- Usage of YouTube Channel for SEO - Comments & Sharing

8. Social Media Marketing: Session 1

- Importance of social media marketing and its pillars
 - Social Listening
 - Social Influencing
 - Social Networking
 - Social Selling
- Key steps for social media success
- Overview of creating a social media marketing plan

Facebook marketing

- FB ads campaign creation
- Usage of power editor to create campaign
- Facebook pixels
- Facebook custom audiences and remarketing
- Facebook conversion and event tracking
- Introduction to FB Store
- Facebook Insights

Instagram marketing

- Instagram ads campaign creation
- Influencer marketing on Instagram

Instagram analytics

9. Social Media Marketing: Session 2

- LinkedIn marketing
 - Personal profile vs professional profiles
 - Factors to consider in creating a company profile
 - Ways of lead prospecting in LinkedIn
 - LinkedIn ads campaign creation
 - Usage of LinkedIn pulse for article marketing
- Twitter marketing
 - Best practices for creating brand on Twitter
 - Hashtags marketing on Twitter
 - Tips and Tricks for creating an engaging tweet
 - Twitter ads campaign creation

- Twitter analytics
- Twitter Cards
- Social listening tool for Twitter
- Quora Marketing and its best practices
 - Create a Quora profile
 - Create a Quora topic on brand name
 - Quora Ads campaign creation
- Other social media channels
 - Google+
 - Pinterest

10. Social Media Marketing: Session 3

- Importance of using essential social media tools
 - Auto scheduler for social posts
 - Alert tool about the mentions
 - analyzes audience's most discussed topics in Twitter
 - Identify potential customers in the audience network
 - Manage all social media communication from one channel
 - Listen and engage with your customers on social media
- Online Reputation Management (ORM)
- Common reputation management problem areas
- Process of ORM
 - Monitoring – Being mindful of company's online brand
 - Prevention – Building on that brand
 - Cleaning – Fixing any damaging content to your brand

11. Email Marketing

- Importance of Email Marketing
- Best practices of effective emails
 - Concise mail
 - Powerful subject line
 - Mobile Optimized
 - To the point and relevant content
 - Signature
- Overview of mails efficiency measures
- Building an email list and its segmentation

- Email marketing campaign creation
- Email Workflows
- Email Metrics
- Drip email marketing and auto responders

12. Marketing Automation

- Importance of marketing automation
- Problems faced by marketers
- Introduction to marketing automation platform and its core feature
 - Lead capture automation
 - Lead Nurturing
 - Sales Acceleration
 - Analytics
- Marketing automation setup
 - Lead management dashboard
 - Lead form customization
 - Importing leads
 - Landing pages
 - Lead details
 - Lead scoring
 - Filtering leads
 - Configure and manage lead stages
 - Segmenting leads
 - Email campaigns
- Reports & Analytics

13. Affiliate Marketing

- Overview of affiliate marketing and its process
 - Affiliate program merchant
 - An affiliate marketer
- Different Commission Structures
- Examples of different Affiliates
- Introduction to affiliate networks
- Affiliate marketing campaign setup
 - Run an affiliate merchant program
 - Run an affiliate marketer program
- Run an affiliate merchant program
- Run an affiliate marketer program
- Tracking algorithm in affiliate program

- Affiliate networks vs in-house affiliate program
- Best Practice of managing affiliates
- Pitfalls of the affiliate models

14. Funnel Marketing and Growth Hacking: Session 1

- Introduction to marketing funnel and its importance
- Core elements of marketing
- Front-end vs. Back-end marketing
- Core elements of a funnel
- Introduction to the growth formula
 - Product market fit
 - Lead magnets
 - Optimize the tripwire Offer
 - Product splintering
 - Exit offers
- Setup of a marketing funnel in FB having return path and audience segments

15. Funnel Marketing and Growth Hacking: Session 2

- Advance conversion funnels and Mindmaps
- Full acquisition funnel and Mindmap
 - sales template
 - Down sell sales template
 - Upsell sales template
- Blog launch funnel and Mindmap: blog-launch-email-campaign
- Survey Funnel and Mindmap
 - Email-campaign-for-simple-survey
 - Survey-questionnaire-template
- Industry case studies on full funnel and its implementation
- Strategies to convert leads into sales
- Introduction to Growth hacking
- The problems that Growth Hacking solves
- The Lean Marketing Framework (LMF)

16. Web Analytics

- Overview of web analytics
- Different Analytical Platforms: Google Analytics, ComScore, Sisense etc.

Google Analytics

- Installation and setup of Google Analytics (GA)
- Set up goals and segments in GA
- Set up site search in GA
- Techniques to read the Google Analytics data
- Types of Google Analytics reports
- Add Shortcut link to Frequent Required Reports
- Activate email option to get report emailed
- Share Google Analytics data with specific permissions

Automate the summarization of GA data

Custom reports, dashboards, and segments in GA

Introduction to Google Tag Manager of web analytics

17. Content Marketing & Conversion Rate Optimization (CRO)

- Importance of content marketing
 - Top of the Funnel Content – Goals and Metrics
 - Middle of the Funnel Content – Goals and Metrics
 - Bottom of the Funnel Content – Goals and Metrics
 - Editorial Calendar
- Creating a customer avatar
- Ways to develop powerful and engaging content to drive business growth
 - Blog marketing
 - Writing powerful headlines – rules, ideas, and templates
 - Blog post types
 - Call to Actions
 - Lead Magnets
- Using other forms of content to boost traffic, exposure, and engagement
 - Emails and newsletters
 - Using the power of a story to influence and connect with customers
 - Crafting a content marketing strategy
- Content Distribution
- Overview of Conversion Rate Optimization (CRO)
 - Design and UX
 - Psychology of Persuasion
 - Best practices for conversion
 - Principles of persuasive design
- Data driven attribution

- Research techniques for CRO
 - Google analytics audits
 - User testing
 - Heuristic analysis
 - Qualitative research
 - Heat maps and mouse tracking
 - Using analytics to discover hidden conversion opportunities
- Testing
 - Testing strategies
 - Common mistakes and how to avoid them
 - Running tests: from hypothesis to stopping rules
 - Test Priority
 - Threat validation
 - Testing and QA
- Optimization Strategies

Learning Objectives

At the End of the course, your team will be able to:

- Implement all the digital marketing techniques and develop your marketing strategies with google adwords, social media marketing, email marketing, content marketing, and much more.
- Design digital marketing ROI based campaigns.
- Understand upcoming marketing trends and strategies for your industry.
- Analyze and improve on-page and off-page SEO and make decisions based on the analysis.
- Deploy web analytics tools.
- Learn how to track and measure the efficiency of online marketing channels (SEO, Online ads, Social Media, Content).
- Integrate the data-driven Growth Hacking strategies to improve digital marketing results, and sales conversions.
- Design and build conversion funnels, and develop organic and inorganic lead generation campaigns.

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