

Digital Marketing

Description:

The program aims at developing an overall understanding of digital marketing / online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimisation, mobile marketing, email marketing, Wordpress Development, digital display marketing, content marketing and Strategizing marketing.

Training Objective

- This Course will look at the Emerging field of Digital Marketing and its aspects.
- To cover all the topics from fundamental knowledge of Digital Marketing and other subtopics so that the Student can use to understand various aspects of working methods of Digital Marketing
- To identify emerging SEO, SMM, E-mail Marketing and Affiliate Marketing trends and how they work With real world examples

Key Benefits of Course:-

- Learn how to Increase in brand loyalty
- How to use Digital Marketing for Extremely Cost-effective campaign
- Understand everything in digits
- Real-time customer service and
- Higher Return on Investment than Traditional Marketing
- Targeting audiences with proper niche
- Higher Conversion Rate than Traditional Marketing
- Worldwide audience
- Helps to Improve relationships with customers
- How to Get Results that can be tracked and measured

Course Module

1. Digital Marketing Course Introduction

- a. What is Digital Marketing?

- b. How is Digital Marketing useful ?
- c. What are the types of Digital Marketing ?

2. WordPress

- a. What is a Wordpress site?
- b. Domains, Web hosts, Servers & Hosted services
- c. What is WordPress?
- d. Get started with WordPress.com
- e. Creating Content
- f. Building a Website
- g. Intro to WordPress.org

3. Search Engine Optimization

- a. Why SEO?
- b. What is SEO?
- c. What is a keyword research ?
- d. How does a search engine work ?
- e. On-page SEO
- f. Off-page SEO
- g. What are Google Algorithms?
- h. Types of SEO
- i. Website architecture
- j. Local SEO
- k. How to measure your SEO performance

4. Google Analytics

- a. Getting started with Google Analytics
- b. Traffic Sources
- c. Goals

5. Google Search Console

- a. What is Search Console?
- b. Why you Need Search Console

- c. How to set up Search Console
- d. A Brief Overview of Search Console

6. Google Ads

- a. How to advertise on Google & What are Google Ads ?
- b. What are the various format in Google Ads ?
- c. Where is Google showing your ads ?
- d. How can you create a Google Ads ?
- e. Important Metrics to track
- f. Optimizing your advertisements
- g. How to setup Google Ads account
- h. How to run Google Ads

7. Social Media Marketing

- a. What is Social Media Marketing ?
- b. What are the channels used for SMM and how can you use them ?
- c. What are the tools for Social Media Marketing ?
- d. Facebook Ads
- e. Instagram Ads
- f. Youtube Ads

8. Email Marketing

- a. Why Email Marketing?
- b. What is Email Marketing ?
- c. Email Marketing setup
- d. Benefits of Email Marketing
- e. A/B Testing
- f. How to Optimize subject line
- g. Optimize your Email content
- h. Automating Emails
- i. Types of Email campaigns
- j. How to engage with new subscribers
- k. Email Marketing Tools

9. Content Marketing

- a. Know your Audience
- b. Create high quality Content
- c. Consistently run A/B tests
- d. Conduct a competitor analysis
- e. Choose a suitable content format
- f. Choose a content management system
- g. Target your audience using emails
- h. Measure your content performance

10. Mobile Marketing

- a. Mobile media facts and figures
- b. How Brand connect with Consumers
- c. Mobile marketing tactics

11. Online Reputation Management

- a. What is Online Reputation Management ?
- b. How your Online Reputation can be damaged ?
- c. What happens when your reputation is ruined
- d. How to repair your Online Reputation

12. Affiliate Marketing

- a. What is Affiliate Marketing ?
- b. What is the process of Affiliate Marketing ?
- c. What are the tips for success in affiliate marketing ?

Course Benefits & Features :-

Digital Task Force's Professional Certification is beneficial and enlightening as a professional Student. The Course are Designed in a such manner, which would help you dive into the depth of every concept, thereby making concept crystal clear. These professional courses are an asset to kick-start your own Digital

Digital Marketing

Marketing practice/service. These Course will assist you develop your skill set and take your expertise to a professional level. Affixing dual recognition certificate to your resume will amplify your command over the subject. Learn from experts and become professional within short span of time

Course Pre-requisite :-

- Laptop or Desktop
- Fast Internet Connection
- A basic Knowledge of Computer