



Master In Digital Marketing

Master In Digital Marketing Syllabus

Module 1: Digital Marketing Overview

- What is Marketing?
- What is Digital Marketing?
- Understanding Marketing process
- Why Digital Marketing Wins Over traditional Marketing?
- Understanding Digital Marketing Process
- Increasing Visibility
- What is visibility?
- Types of visibility
- Examples of visibility
- Visitors Engagement
- What is engagement?
- Why it is important?
- Examples of engagement
- Bringing Targeted Traffic
- Inbound
- Outbound
- Converting Traffic into Leads
- Types of Conversion
- Understanding Conversion Process
- Retention
- Why it is Important?
- Types of Retention
- Performance Evaluation
- Why it is Important?
- Tools Needed

Module 2: Website Planning Creation

- Understanding Internet
- Difference between Internet & web
- Understanding websites
- Understanding domain names & domain extensions
- What is web server & web hosting

- Different types of web servers
- Different types of websites
- Based on functionality
- Based on purpose
- Planning & Conceptualising a Website
- Booking a domain name & web hosting
- Adding domain name to web Server
- Adding web pages & content
- Adding Plugins
- Building website using CMS in Class
- Identifying objective of website
- Deciding on number of pages required
- Planning for engagement options
- Creating blueprint of every webpage

Module 3 : Search Engine Optimization

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Google Operator : So that you can find anything on the web
- On page optimization
- What are primary keywords, secondary keywords and tertiary keywords?
- Keywords optimization
- Content optimization & planning
- Understanding your audience for content planning
- What is the difference between keywords stuffing & keyword placement
- Internal linking

- Meta tags creation
- Creating Webpage in HTML
- Using Google webmasters tool & website verification
- Sitemap creation & submission in website & webmasters
- How to write an optimized content
- How to write a content for article, blog and press release
- Off Page optimization
- What is Domain Authority?
- How to increase Domain Authority
- What are back links?
- Types of back links
- What is link building?
- Types of link building
- Do's and Dont's of link building
- Link building strategies for your business
- Easy link acquisition techniques
- Local SEO
- Google places optimization
- Classified submissions
- Using H card
- Citation
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- How to optimize exact keywords for your business
- 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

Module 4: Search Engine Advertising

- What is the search engine advertising?
- How much does it cost to advertise on a search engine?

- What is search and display advertising?
- What is a search engine Marketing?

Module 5: Google Analytics

- Introduction to Google Analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of Marketing campaigns via Google analytics
- What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behaviour
- Taking corrective actions if required

Module 6: Social Media Marketing.

- What is Social Media?

- Understanding the existing Social Media paradigms & psychology
- How social media Marketing is different than others
- Forms of Internet Marketing

Module 7 : Mobile Marketing

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile Marketing
- Key industry terminology
- Creating mobile website through wordpress
- Using tools to create mobile websites
- Using tools to create mobile app
- Advertising on mobile (App & Web)
- Targeting ads on Apps
- Targeting ads via location
- Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and differentiation
- Mobile Marketing mix
- SMS Marketing
- Creating mobile application
- Uploading mobile app in Android and iOS

Module 8 : Online Display advertising

- What is meant by online advertising?
- What is an online display ad?
- What is search and display advertising?
- What is display ad network?

Module 9: Creating Internet Marketing Strategy

- web Marketing strategies in e commerce

- different types e Marketing strategies
- website Marketing plan
- internet Marketing strategies 2017

Module 10: Lead generation for business

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise-creating a landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing

Module 11: Email Marketing

- What is email Marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to over come these challenges?
- Types of email Marketing- Opt-in & bulk emailing
- What is opt-in email Marketing?
- Setting up email Marketing account
- Best platforms to do opt-in email Marketing
- Setting up lists & web form
- Creating a broadcast email

- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email Marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing

Module 12: E-Commerce Marketing

- What is ecommerce?
- Additional tips to drive more traffic to your online store.
- In-depth guide to improving ecommerce SEO..
- Recommended ecommerce email Marketing tactics.
- Conversion rate optimization strategies.

Module 13: Content Marketing

- What is Content Marketing?
- Introduction to content Marketing
- Objective of content Marketing
- Content Marketing 7 step strategy building process
- 18 types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines

- 180 examples of magnetic headlines
- How to increase opt-in email list with content Marketing with examples
- Case study on content Marketing

Module 14: Social Media Automation

- What is social media automation ?
- social media automation software
- social media automation tools
- benefits of social media automation

Module 15: Adsense and Blogging money making strategy

- Adsense Introduction & Strategy
- How Adsense Works
- Advantages / Disadvantages of Adsense
- Basics of Google Adsense
- Adsense code installation
- Different types of Ads
- Increasing your profitability through Adsense
- Effective tips in placing video, image and text ads into your website correctly
- Google Adsense Policy overview

What is Blog?

- Placing ads on your blog
- Creating blogs with our free theme
- Ads on blog

Module 16: Growth hacking overview

- Scrape data
- Work with complex data sets using Google Analytics, Spark and Hadoop
- Create social triggers
- Automate paid advertising
- Rapidly build your email list
- Creative frameworks for fast testing

Module 17: Online reputation management

- What is Online reputation management
- Why Online reputation management is need of hour
- Understanding of ORM Scenario
- How to deal with criticism online
- 10 Online reputation management Commandments
- 15 ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation
- Best examples of online reputation management

Module 18: Affiliate Marketing

- What is affiliate Marketing?
- 3 A's of affiliate Marketing
- How people make millions of dollar in affiliate Marketing?
- Affiliate Marketing history
- Changes in affiliate Marketing industry over the year
- Affiliate Marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate Marketing
- Affiliate Marketing secrets
- How your trainer makes money in affiliate Marketing?
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies

- Some of the top affiliate network in the world
- How to get approved as an affiliate by world's top affiliate company-commission
- junction www.cj.com
- Trainers shares his secrets of affiliate Marketing
- Story telling- trainer shows his live example of how he is making money these days as an affiliate

Module 19: How to grab Freelancing project

- What is Freelancing project
- freelancing jobs from home
- freelancing jobs for beginner

Module 20: Web master tools

- Understanding Google Webmaster guidelines
- Setting up a Google Webmaster Tools account
- Adding your website
- Navigating webmaster tools
- Using the features
- Measuring insights
- Optimizing the website

Module 21: LinkedIn Marketing

- What is LinkedIn? Understanding LinkedIn
- Company profile vs Individual profiles Understanding LinkedIn groups
- How to do Marketing on LinkedIn groups LinkedIn advertising & it's best practices Increasing ROI from LinkedIn ads LinkedIn publishing

- Company pages Adv on linkedIn Display vs text

Module 22: Google Adwords (PPC)

- Google AdWords Overview
- Understanding inorganic search results Introduction to Google Adwords & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo) Setting up Google Adwords account Understanding Adwords account structure
- Campaigns, Adgroups, Ads, Keywords, etc Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign
- Understanding Adwords Algorithm
- How does Adwords rank ads
- Understanding Adwords algorithm (adrank) in detail with examples
- What is quality score
- Why quality score is important What is CTR?
- Why CTR is important?
- Understanding bids
- Creating Search Campaigns
- Types of Search Campaigns - Standard,
- All features, dynamic search & product listing Google merchant centre.
- Creating our 1st search campaign Doing campaign level settings Understanding location targeting Different types of location targeting What is bidding strategy?

Module 23: Facebook / Instagram Advertising

- Understanding Facebook Marketing Practical session 1
- Creating Facebook page Uploading contacts for invitation Exercise on fan page wall posting
- Increasing fans on fan page
- How to do Marketing on fan page (with examples) Fan engagement
- Important apps to do fan page Marketing Facebook advertising

- Types of Facebook advertising
- Best practices for Facebook advertising Understanding Facebook best practices Understanding edgerank and art of engagement Practical Session 2
- Creating Facebook advertising campaign Targeting in ad campaign
- Payment module- CPC vs CPM vs CPA Setting up conversion tracking
- Using power editor tool for adv.
- Advanced Facebook advertising using tools like Qwaya

Module 24: Twitter Marketing

- Understanding Twitter
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- How to do Marketing on Twitter
- Black hat techniques of twitter Marketing Advertising on Twitter
- Creating campaigns Types of ads
- Tools for twitter Marketing Twitter Advertising
- Twitter Cards

Module 25: Mobile app promotion & Marketing

- What is mobile app promotion
- mobile app promotion strategies
- app promotion sites
- app promotion offers
- app promotion services
- android app promotion
- Mobile app Marketing campaigns

Module 26: Return On Investment

- Start a Website or a Blog
- Start Newsletter
- YouTube
- Sell Online
- Become a Freelancer
- Create Mobile Applications
- Affiliate Programs
- Sell Photos Online

Module 27: Earn from home

- How to Earn money from home?
- Different Techniques

Module 28: You tube Marketing

- Understanding Video Campaign Creating 1st Video Campaign
Importance of video Marketing Benefits of video Marketing
- Uploading videos on video Marketing websites Using youtube for business
- Developing youtube video Marketing Strategy Bringing visitors from youtube videos to your website Creating Video ADgroups
- Targeting Options Understanding Bid Strategy

Module 29: Black hat SEO

- What is Black Hat SEO?
- What is the meaning of black hat SEO?
- What is black hat SEO method?

- Cloaking
- Spamdexing
- Doorway page
- Keyword stuffing
- Link farms
- Spamdexing
- URL redirection
- Page hijacking
- 301 redirects
- Cookie stuffing
- Throw Away Domains
- Paid links
- Automatically generated keyword pages
- Misspellings
- Scraping
- Ad only pages
- Hidden text
- Blog spam
- Duplicate content on multiple domains
- Domain grabbing
- Fake news
- New exploits
- Brand jacking
- Popup Ads

Module 30 : Gray hat SEO

- What is Gray Hat SEO?
- What is the meaning of gray hat SEO?
- What is gray hat SEO method?

Module 31 : Social Media Tactics

- How to develop a social media Marketing strategy?

- How to develop and deliver content that engages consumers and is strategically integrated across platforms?
- How to measure the effectiveness of social efforts?
- How social media can be used to listen to consumers, monitor their behaviour and engage them in co-creation of products and services?
- How to manage social media?

Module 32: Domain purchasing and hosting

- What is website
- What is Domain
- How to host website using GoDaddy

Module 33: What's App Marketing

- What's App Marketing campaign
- What's App Marketing case study
- What's App Marketing solutions
- how to do What's App Marketing
- What's App bulk Marketing
- successful What's App campaigns
- advertising through What's App

Module 34: SMS campaign

- What is SMS campaign
- SMS campaign examples
- Effectiveness of SMS Marketing
- Rules for SMS Marketing
- SMS Marketing plans
- Text Marketing campaign
- SMS campaign software

Module 35: voice campaign

- What is a Voice Broadcast ?
- How quickly can I send a message to my customers ?
- What format of audio file is allowed for broadcasting ?
- Why is Voice Broadcasting more effective than traditional forms of Marketing ?
- Who should use Voice Broadcasting ?
- How much does it cost ?
- How do I choose which customers get my message ?

Module 36: Logo making and Branding

- Logo designing
- What is branding

Module 37: Game Promotion

- Competitions
- Website and blog
- Social media
- Game portals
- Revenue generation