

Digital Marketing

Strategies Focused on Increasing The Reach & Visibility of Your Business.



About the Course

The course is to provide participants with a clearly defined set of practical digital skills which can be leveraged immediately at client-side marketing teams, digital and integrated agencies, and drive strategy and tactical solutions for enterprise e-commerce businesses, B2B and B2C businesses, communications and public relations organisations, owner managed businesses, and web marketing organisations.

What are the pre-requisites for this Course?

Knowledge in Marketing and familiar with Internet.

Course Objectives

- Understanding fundamentals of Digital Marketing
- Understand how to use it for branding and sales
- Become familiar with Best Practices, Tools & Technologies
- Blend digital with offline marketing
- Plan & manage digital marketing budget
- Manage Reporting & Tracking Metrics
- Understand the future of Digital Marketing and prepare for it

PEDAGOGY

Digital Marketing – 64 Hrs of Comprehensive Training

- Classroom + Case Studies + Live Projects

Extensive Classroom Training

- 64 Hrs – 16 Days – 4 hr each
- Hands on Training (80 – 90% Practical)

Materials

Study Material

- Hard Copy of Study Notes

Online Material

- Topic wise study material in the form of Presentation and Case Studies
- Practical Exercises
- Quiz/Assignment with detailed answers and explanation
- Doubt solving forum to interact with faculty & fellow students

Certificate of Participation/Certificate of Excellence

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1. Introduction to Digital Marketing

The Introduction to Digital Marketing module enables you to harness the power of Digital Marketing as a core driver of the marketing strategy for your organisation.

You will understand the foundation principles of Digital Marketing, and be able to distinguish how it differs from traditional marketing.

This model will also introduce you to the Digital Marketing Institute Methodology, an iterative framework that outlines the foundation tenets of Digital Marketing and the visual scheme that provides the basis for implementation of the different channels.

It also covered content marketing which enables you inbound marketing, corporate journalism, branded media, native advertising, and customer. However, the basic idea behind the strategy remains the same, i.e., to create and distribute content that engages and attracts a targeted audience, while encouraging them to take action which is profitable to a business.

You will understand the basic of internet and further advances to website planning and Website Auditing.

Topics Covered in the module

- Key Concepts of Digital Marketing
- Traditional vs Digital Marketing
- The Opportunity of Digital Marketing
- Characteristics of Digital Marketing
- Content Marketing
- Understanding Traffic
- Understanding Leads
- Strategic Flow for Marketing Activities
- Planning Digital Marketing Campaigns
- Website Planning and Structure, WWW
- Domains, Buying a Domain
- Website Language & Technology Essentials of a website
- Website Auditing

2. Google Adwords Basic

This module allows you to get more visitors to your website and ore value from your PPC spends with Google Adwords.

Make the most of online advertising by showing your ads to the right people, in the right place, and at the right time.

You will be able to develop clear campaign objectives and measure and optimize your campaign based on firm results analysis. Students will be able to research and use a range of campaign publishers, and know what pricing metrics such as CPM, CPC, CPL and CPA entail commercially

Topics Covered in the module

- Understanding Adwords
- Google Ad Types
- Google Adwords Intermediate
- PPC, CPM, CPA,
- Bidding Strategy on Location
- Bidding Strategy on Schedule
- Bidding Strategy on Devices

3. Search Engine Optimization

The Search Engine Optimization module examines the various tactics for enhancing website's position and ranking with search engines.

The module covers the key concepts and terminology used within the field of SEO and equips marketing professionals with the technical know-how, understanding and insight to build and maintain an effective SEO strategy.

You will learn about the range of specialist tools that are available to help common search engines find, view and rate websites. With this in mind, you will learn about on-page optimisation techniques and understand the process of effective keyword research and selection.

You will understand the importance of content updates and will learn about applying appropriate meta tags in order to drive site optimisation. Students will understand the concept of ranking and be able to perform a range of off-page optimisation activities to improve your site ranking and positioning, such as link building.

At the end of this module, you will be able to monitor and manage your SEO activity by setting a baseline and regularly measuring activity against expectation. You will also be aware of data protection and privacy issues associated with SEO.

Topics Covered in the module

- Key SEO Concepts
- SEO Strategy
- Keyword Research
- Tools to find keywords (paid & free)
- Planning SEO of a website
- setting-up SEO process
- on page & off page optimization
- SEO Webmaster Tool
- Mobile SEO

4. Search Engine Marketing (SEM) Framework

The module covers the form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.

You will understand the importance in creating the search campaigns and online advertising platforms.

Topics Covered in the module

- Online advertising & Ad Networks
- Creation of Search Campaigns
- Writing Compelling Ad Copies
- Creation of Effective Campaigns and Ad groups
- Digital Display Campaigning
- Tracking & measuring ROI of online advertising
- Optimizing Ad Performance
- Strategy of allocate funds to various online Advertising platforms

5. Email Marketing

The Email Marketing module covers industry best practices for creating and delivering effective email marketing campaigns.

You will be able to plan a marketing segmentation strategy for your target audience and recognize what makes for good email design in terms of user centric content, coherent layout and an attractive design.

Students will understand what split testing entails, and will be able to use key metrics to report on the effectiveness of your email marketing campaigns, including open rates, click-through rates, unsubscribe and bounces.

You will be able to monitor and evaluate email marketing analytics, and be aware of data protection and privacy issues associated with email marketing.

Topics Covered in the module

- Introduction to Email Marketing
- Email Marketing Cycle
- Building Email List
- Creating a lead magnet
- Setting up a squeeze page
- Tackling spam
- Effective Content strategies
- Tips to improve conversion
- Campaign Process
- Online Data Capture
- Offline Data Capture
- Segmentation
- Key Terms & Metrics
- Split Testing, Laws & Guidelines

6. Strategy of Social Media Marketing

This module covers the key concepts and terminology used in social media, and you will be able to configure social media Facebook accounts. You will understand the Utilizing Facebook for your digital marketing strategy.

Gain a thorough knowledge on the various aspects of Facebook. Learn how to make the best use of this facebook using the latest marketing strategies.

Facebook Advertising Core Competencies exam measures competency in the skills, tools, advertising policies and best practices required to manage Facebook Pages, create, purchase and manage ads, select and utilise advertising objectives, target audiences for maximum impact, and understand the role of Facebook media planners and buyers.

Topics Covered in the module

- 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
- Facebook Ad Campaigns
- 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

7. YouTube Marketing

The module you will learn how to leverage social media to gain organic traffic to your website.

You will learn about streaming videos and customizing your channel. You will learn how to leverage social media to gain organic traffic to your website. It enables you to generate a ton of traffic inexpensively with youtube.

Discover how to create a youtube ads campaign within a few minutes and how to setup a profitable youtube ads campaign.

You can create ads that attract videos shares, new channel subscriptions and create opportunities to communicate with your customers.

Topics Covered in the module

- Video Flow
- Google Pages for YouTube Channel
- Verify Channel
- 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
- Create Library
- Live Broadcasting Managing Playlist

8. LinkedIn, Twitter and Pinterest

Learn how to leverage LinkedIn's marketing solutions for all of your B2B marketing goals - content marketing campaigns, native advertising, sales lead generation, brand awareness, and beyond.

Learn about the different types of LinkedIn ads and which types of campaigns are most appropriate for your audience, goals and budget.

The modules provide both an introduction to advertising on LinkedIn and step-by-step walkthrough of how to through of how to implement strategies using the tools provide, budgeting.

Topics Covered in the module

- 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 Marketing on Twitter & Pinterest
- Creating Showcase Pages
- Engaging with Updates, Running Paid
- Campaigns
- Recruitment through LinkedIn
- LinkedIn Groups
- LinkedIn Mobile App

9. Google Analytics and WebMaster Tool

The Analytics module enables you to fully measure, monitor and optimize your Digital Marketing activities.

You will learn how to build an online reporting structure for your business, and learn about the range of specialist tools that are available to help you understand how to measure and monitor online traffic.

You will understand the rationale and business benefits of adopting a formal analytics programme, and learn how to set up accounts, profiles and permissions to apply analytics tracking across your websites.

Discover how to align business KPIs with your analytics goal configuration, and utilise the features of Google Analytics to develop a detailed profile of your target audience's location, demographics, technology, devices, interests and more.

Learn how to assess the effectiveness of your website's technical performance and download speed, and how to measure levels of user engagement and conversion by tracking activities such as downloads, video views, purchases and registrations etc.

Create and schedule customised reports and explore the real time and intelligence reporting capabilities of Google Analytics. As with the other modules, you will also be aware of data protection and privacy issues associated with website analytics.

Topics Covered in the module

- 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

Reference

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