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# Ubet

Trainings, Marketing & PR Solutions

# About Digital Marketing: -

Digital Marketing to Business Compromises young Digital Marketing trainees or fresher's towards an impeccable career in Digital Marketing. Digital is the new living trend. Audience is going digital, the government is going digital, customers & businesses are going digital in a matter of fact the whole world is going Digital.

No wonder how Digital Marketing sector has grown exponential towards the ages. Marketing does makes only when its reach its particular targeted audience and when you know the audience segmentation is easily available online. Why look for the other way around ?

These days' people are consuming more digital content and very soon digital is completely going to overtake traditional marketing. From the past 30 years, Digital Marketing has seen its ups & downs. Social media is the biggest boom in the Digital Marketing industry. Digital Consumption has seen an abnormal rise. Social media has got the audience cringed to themselves.

Career in Digital Marketing is too prominent & viable once you master the subjects. Digital marketing provides an individual with multiple options. He can create and nurture his own business through various Digital Marketing Strategies. He can also choose an option for using his Digital Marketing skills in Working for various businesses: Freelancer or full time employee.

The recent career option in the digital marketing is the Personal Branding. This Approach is relatively new but had already proven its potential that had attracted some big eyes.

Personal Branding is branding yourself by offering value to your Audience, increasing your subscriber list and then use the brand to represent a business. Big Players like Sir Neil Patel, Sir Deepak kankaraju Sir had already been successful in their way down this path.

***“ Digital Marketing is the not the strategy, Applying traditional marketing methods & techniques to this modern world is the new Strategy. “***

----- Rakesh Chandra Ganireddy

# Digital Marketing Workshop Content: -

## 1. Digital marketing overview

- What is marketing?
- What is Digital marketing?
- Understanding marketing Process
- Digital Marketing Vs Traditional Marketing
- Understanding the terms of Visibility
  - a. What is Visibility?
  - b. Types of Visibility
  - c. Examples of Visibility
- Visitors Engagement
  - a. What is engagement?
  - b. Importance of Engagement
  - c. Examples of Engagement
- Driving High Quality Traffic
  - a. Inbound
  - b. Outbound
- Converting Traffic into Leads
  - a. Types of Conversions
  - b. Understanding the Conversation process
  - c.
- Retention
  - a. Importance of Retention

b. Types of retention

- Evaluation
  - a. Importance of Evaluation
  - b. Tools needed

## **2. Website Planning & Building**

- Understanding Internet
- Diff btw Web & internet
- Web server and Web hosting
- Different types of websites
- Planning and Building a Website
  - a. Domain name & hosting
  - b. Adding Domain to server
  - c. Uploading your web pages
  - d. Plug-ins
- Building your Website using CMS
  - a. Identifying your online Goals/ objective of Website
  - b. No of pages & User Engagement options
  - c. Blueprint of every webpage
  - d. Best & Worst examples

## **3. Email Marketing**

- What is Email Marketing?
- How email works?

- Troubles faced in sending bulk emails
- Overcoming these challenges
- Types of Email Marketing- Opt-in & bulk emailing
- Opt-in email marketing
- Setting up email marketing account
- Best platforms for Opt-in email marketing
- Setting up your email marketing list & Web Forms.
- Broadcast email creation
- Auto responders
- Bulk Emailing practices
- Inbox Vs Spam Folder
- Top email Marketing softwares
- Improving ROI with A/B testing

#### **4. Lead Generation to Business**

- Understanding lead Generation
- Importance of Lead generation
- Understanding & Creation of landing & Thank you Pages
- Types of Landing Pages
- A/B testing
- Selecting landing pages after A/B testing
- Lead Conversions
- Lead nurturing strategies
- Lead Funnels

## 5. PPC Advertising

- Google AdWords Overview
  - a. Organic & Inorganic Search results
  - b. Intro to Google AdWords & PPC Advertising
  - c. Overview of Ad centers (Bing & Yahoo)
  - d. Adwords Account structure
  - e. Campaigns, Ad groups, Ads, keywords,etc.
  - f. Types of advertising campaigns- Search, Display Shopping & video
  - g. Difference between search & display campaign
  
- Understanding AdWords Algorithm
  - a. Ranking
  - b. Quality Score
  - c. CTR
  - d. Biding
  
- Search Campaigns
  - a. Types of Search Campaigns- Standard
  - b. Creating & understanding campaigns
  - c. Location targeting & types
  - d. Bidding Strategy
  - e. Bid strategies: manual vs. Auto
  - f. Advanced level bid strategies
  
- Remarketing
  - a. Remarketing meaning & Importance
  - b. Setting up remarketing Campaigns
  - c. Remarketing lists

- d. Advanced level list Creation
- e. Custom Audience

## **6. Google Analytics**

- Intro to Google analytics
- Working & Understanding of Google Analytics Account Structure
- Google Analytics Insights
- Cookie tracking & types
- Getting Started with Analytics
- Understanding & Setting up goals & Conversions
- Bounce & Bounce Rate
- Exit rate Vs Bounce rate
- Reducing bounce rate
- Setting up goal funnels & Importance of Funnels
- Integrating Adwords & Analytic Accounts & its benefits
- Performance evaluation using Google analytics
- Understanding & setting up Link tagging
- Understanding & Setting up Filters & Segments
- Viewing Customized reports
- Monitoring traffic Sources & behaviours
- Corrective Actions

## **7. Social Media marketing (SMM)**

- Understanding the existing Social media paradigms & psychology
- Importance of SMM
- SMM Vs others
- Facebook marketing
- Whatsapp & Instagram marketing. (Snapchat)
- LinkedIn Marketing
- Twitter marketing
- Video Marketing

## **8. Search Engine optimization (SEO)**

- Intro, Working & functions of Search Engines
- Intro to SEO & SERP
- Intro to Keywords & types
- Google Keyword Planner tool
- Keyword Research
- On Page optimization
- Off page optimization
- Localization & Local SEO
- Monitoring SEO
- SEO Reports
- SEO strategy for business
- Link Juice

## **9. Online Display Advertising**

- Intro to Online Advertising & Types
- Banner Ads, Rich Media ads, Pop ups & Pop- under ads
- Contextual Advertising
  - a. In text ads
  - b. In image ads
  - c. In video ads
  - d. In page ads
- Payment Modules
- Tracking & measuring ROI of online adv.

## **10. Ecommerce Marketing**

- Intro to Ecom
- Top Ecom Websites
- Ecommerce Vs shopping cart software
- Payment gateways, merchant Accounts & logistics for physical goods.
- Google product listing
- SEO for Ecom Website.

## **11. Mobile Web marketing**

- Understanding Mobile marketing & Social Media
- Mobile Web marketing & Social Media
- Mobile Marketing Fundamentals, Key Industry terminology
- Mobile Website through Website

- Advertising on Mobile (APP & Web)
  - a. Targeting ads on Apps
  - b. Targeting ads via location
  - c. Targeting ads on SE.
- Mobile Strategy-
  - a. Segmentation option targeting & differentiation
- Mobile marketing mix
- SMS Marketing

## **12. Content marketing**

- Intro & Objectives of Content marketing
- Content marketing Strategies
- Competitive Content Creation
- Keyword research for Content marketing
- Influencing with your content
- Earning with Content
- Marketing Your Content.
- Intro to blogging & Content creation.

## **13. Online Reputation Management (ORM)**

- Intro to Online Reputation Management
- Importance of Online Reputation Management
- Dealing Criticism
- Positive Brand image management
- Overcoming negative Online Reputation

## **14. Creating Digital Marketing Strategy / Doubt Sessions**

## **15. Affiliate Marketing**

- Intro to Affiliate Marketing
- History of Affiliate Marketing
- How people make millions in Affiliate Marketing?
- Changes in Affiliate Marketing Industry over years
- Affiliate Marketing in India
- Becoming a Super Affiliate
- Affiliate Marketing secrets
- Examples of Affiliate Marketing
- Top Affiliate Marketing Programs
- Getting Started as an Affiliate Marketer.

## **16. Adsense & Blogging**

- Intro to Adsense
- Getting Approved for Adsense
- Intro to Adsense account Interface
- Ads on your Blog
- Blogging World Intro

## **17. Grabbing Freelancing Projects**

## **18. Growth hacking**

