



# 01 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**

# 02

# 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

- **Add a little bit of body text**
- **Planning & Conceptualising a Website**
- **Booking a domain name & web hosting**
- **Adding domain name to web Server**
- **Adding webpages & 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**
- **Best & Worst Examples**

# 03

## PPC Advertising

### Google AdWords

- **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 center.**

- **Creating our 1st search campaign**
- **Doing campaign level settings**
- **Understanding location targeting**
- **Different types of location targeting**
- **What is bidding strategy?**
- **Understanding different types of bid**
- **strategy**
- **Manual**
- **Auto**
- **Advanced level bid strategies**
- **Enhanced CPC**
- **CPA**
- **What are flexible bidding strategies?**
- **Understanding flexible bidding strategy**
- **Pros & Cons of different bid**



- **Types of ad-extensions**
- **Adding ad-extensions in our campaign**
- **Creating adgroups**
- **Finding relevant adgroups options**
- **using tools**
- **Creating adgroups using tool**
- **Understanding keywords**
- **Finding relevant keywords**
- **Adding keywords in ad-group**
- **Using keyword planner tool**
- **Understanding types of keywords**
- **Board, Phrase, exact, synonym &**
- **negative**
- **Examples of types of keywords**
- **Pros and cons of diff. types of**
- **keywords**
- **Creating ads**
- **Understanding ad metrics**
- **Display & destination URL**

- **How to write a compelling ad copy**
- **Best & worst examples of ads**
- **Creating ads**
- **Tracking Performance/Conversion**
- **What is conversion tracking?**
- **Why is it important**
- **How to set up conversion tracking**
- **Adding tracking code in your website**
- **Checking conversion stats**
- **Optimizing Search Campaigns**
- **How to optimize campaigns at the time of creation?**
- **Optimizing campaign via adgroupsy**

- Importance of CTR in optimization
  - How to increase CTR
  - Importance of quality score in
  - optimization
  - How to increase quality score
  - Importance of negative keywords in
  - optimization
  - Evaluating campaign stats
  - Optimizing with conversion report
  - Optimizing with keywords
  - Optimizing performing keywords
  - Optimizing non performing keywords
  - How to decrease CPC
  - Analyzing your competitors
  - performance
  - Creating Display Campaign
- Types of display campaigns-  
All features, Mobile app,  
Remarketing, Engagement

- **Creating 1st display campaign**
- **Difference in search & display**
- **campaign settings**
- **Doing campaign level settings**
- **Understanding CPM bid strategy**
- **Advance settings**
- **Ad-scheduling**
- **Ad-delivery**
- **Understanding ads placement**
- **Creating diff. adgroups**
- **Using display planner tool**
- **Finding relevant websites for ads**
- **placement**
- **Creating text ads**
- **Creating banner ads using tools**
- **Uploading banner ads**

- **Optimizing Display Campaign**
- **Remarketing**
- **What is remarketing?**
- **Setting up remarketing campaign**
- **Creating Remarketing lists**
- **Advanced Level list creation**
- **Custom audience**

# 04

## 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 rat

- **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 behavior**
- **Taking corrective actions if required**

# 07

## 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
- Facebook marketing
- 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**

# 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**

# 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**

# Video 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

# 6

## Mobile Web 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**