

**CERTIFICATION AND
STUDENT SUPPORT**

Get Certified from Google and
upto 6 months student support

**SECURE YOUR CAREER &
FUTURE**

Demand for Digital Marketing
Professionals is on the rise

**DIGITAL MARKETING
COURSE CONTENT**

Know the topics covered under
Digital Marketing Course

ADVANCED DIGITAL MARKETING PROGRAM

COURSE CONTENT & DIGITAL MARKETING OVERVIEW



CONTENTS

01

YOUR FUTURE SECURED

Know why this is the right time to start a career in Digital Marketing. Its now or never...

03

CERTIFICATION AND SUPPORT

Get upto 5 Certifications from Google and work on live projects to gain hands on experience.

02

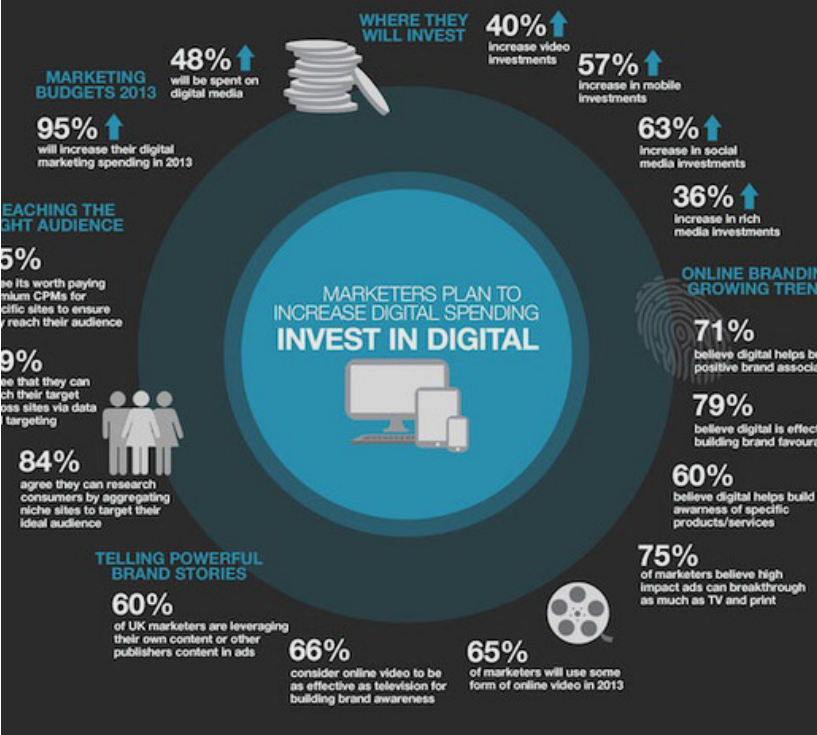
DIGITAL MARKETING COURSE CONTENT

Explore the topics covered under the Advanced Digital Marketing Program from iDigital Academy





KEEPING CALM AND INVEST IN DIGITAL



DIGITAL IS GROWING...

SO WILL YOU...

Digital Marketing Skills are in serious demand these days. It is a Progressive field, with technology developing every day; it gives you challenging career options in various fields like SEO, SMO, SMM and many others.

Why Digital Marketing?

- The world is going Digital and by the year 2020, all the companies around the world including India will have online presence and thus creating a lot of career opportunities.
- It is a progressive field. With technology developing every day, you have to continuously develop your digital marketing skills so that your career keeps growing.
- According to this research, the digital economy is growing 10 times faster than the traditional economy and firms that engage in online trading are twice as likely to be creating jobs as firms that aren't.
- It provides you with various career options. If you love coding, you can go for web designing or if you are a born writer, go for content marketing and so on.
- You don't have to spend sleepless nights mugging up the formulas that you are never going to use in your life.



CREATE YOUR IDENTITY

DIGITAL MARKETING COURSE CONTENT



The Introduction to Digital Marketing

The Introduction to Digital Marketing explores how to harness the power of digital within the context of your organization's marketing strategy. You will gain a fundamental understanding of the core principles of digital marketing, and be able to distinguish between traditional and digital techniques.

This module will provide you with an understanding of what is involved in creating and implementing effective digital marketing campaigns.

Topics covered under this module

- Key Digital Marketing Concepts
- Traditional v. Digital Marketing
- Opportunities in Digital Marketing
- Domain, Hosting and Website
- Target Segmentation
- Market Research v. Market Reality

SEARCH ENGINE OPTIMIZATION : SEO

The Search Optimization: SEO module will help you to understand the concept of Search Engine Optimization (SEO) and how you can leverage key techniques to improve your website's organic ranking on search engine results pages (SERPS) to drive more traffic. It also covers key terminology and technical insights necessary to cultivate an effective SEO strategy.

Topics covered under SEO module

- Introduction to SEO
- What is Search Engine Optimization?
- Why you need Search Engine Optimization? Search Engine Basics
- How Search Engine Works
- Major Search Engines and Directories
- Google Algorithm
- What is Page rank?
- Dealing with Crawlers
- Keyword Research and Analysis
- Competitor keyword analysis
- Finding appropriate Keywords
- Keywords Planner Tool
- High and low Competition keywords
- On-page optimization
- Off-page optimization
- Others tools for keyword research



DIGITAL MARKETING COURSE CONTENT



SEARCH ENGINE MARKETING : SEM

The Search Marketing: PPC module will teach you about the importance of PayPer-Click Advertising (PPC), and how it can be used to effectively drive quality traffic to your website, as well as the accompanying terminology and technical skills.

Topics covered under SEM module

- AdWords basics
- How AdWords works
- Account administration and security
- Payment Methods and Setting
- Google PPC Campaigns
- Keywords Research
- Create ads and campaigns
- Campaign settings
- Budgets and bids
- Ads and approvals
- Find out if ad is running
- Track sales and other conversions
- Google Analytics and AdWords
- Google Shopping Ads
- Setting up merchant center
- Creating the product feed
- Identify Google product category list
- Setting up and managing
- Shopping campaign
- Re-marketing
- Video Ads
- Promotions and Coupons
- Taxes

Display Advertising

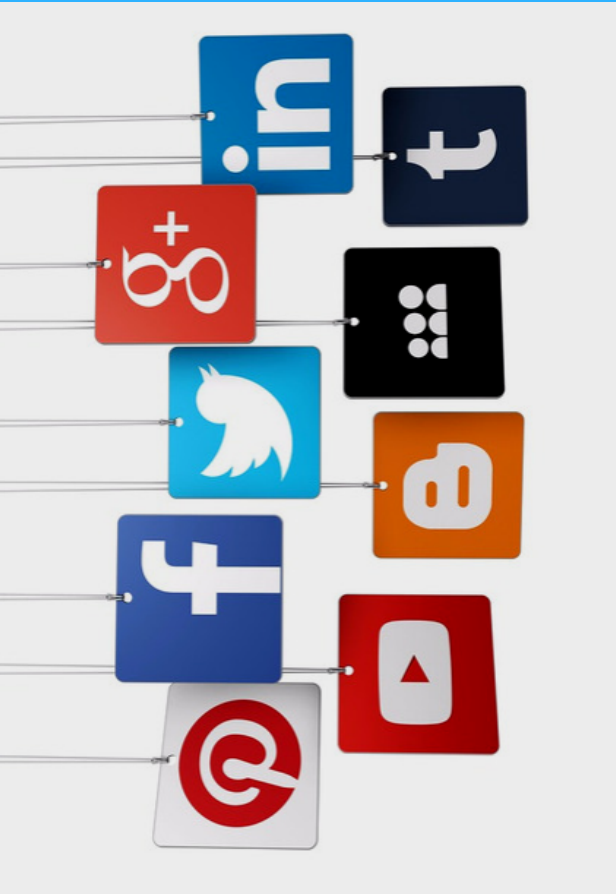
The Digital Display Advertising module will help you to create and implement effective digital display advertising campaigns. It covers the core concepts and terminology associated with digital display advertising as well as key campaign aspects including: ad formats, campaign setup and planning, target audience definition and publisher selection, campaign administration, budgeting (including different pricing metrics), measurement and optimization

Topics covered under this module

- Concepts of Display Advertising
- Benefits of Digital Display
- Challenges of Digital Display
- Google Display Ad network
- Choose where and when ads appear
- Ad Placement on Website
- Reach your audience
- Reporting



DIGITAL MARKETING COURSE CONTENT



SOCIAL MEDIA MARKETING : SMM

The Social Media Marketing module covers the key concepts and terminology used in social media marketing and its primary platforms including Facebook, Instagram, Twitter, LinkedIn and Pinterest.

Topics covered under SMM module

- What is social media?
- The Value of Social Media
- Building and engaging a community
- Social Media Metrics and ROI
- Brand impressions and offers
- Manage Workflow/Campaigns
- Social Media Optimization
- social media monitoring tools

LinkedIn

- Profile set up
- Linked in for business
- LinkedIn Tools
- LinkedIn marketing tools
- LinkedIn Campaigns
- Targeting strategy
- Lead generation from LinkedIn
- LinkedIn Sales Navigator
- LinkedIn recruiter
- LinkedIn learning
- LinkedIn Analytics

Facebook

- FB for branding
- Managing business page
- Facebook groups and events
- Organic FB Business promotion
- FB adverts
- Types of ads
- Campaign creation
- Campaign management
- FB lead generation
- FB shopping ads
- Ad targeting
- Custom audience
- using free tools for ads and promotion
- Reporting

Twitter

- Signing up for Twitter
- Choosing a username
- Building brand presences
- Following others
- Exploring Hastags
- Crafting great tweets
- Adding photos and video to tweets
- Scheduling tweets
- Searching for potential clients
- Re-tweeting
- Advertising on Twitter
- Using third-party Twitter-management tools
- Creating compelling offers
- Tracking Twitter via Google Analytics

Email Marketing

The Email Marketing module will enable you to construct and deliver an effective email marketing campaign.

Topics covered under this module

- Introduction to Email Marketing
- Email Design and Functionality
- Email List Building and Capture Page Design
- Email Optimization and Testing
- Email Deployment
- Email ReleaseTracking and Measurements



DIGITAL MARKETING COURSE CONTENT



Google Analytics

The Google Analytics module will help you develop the knowledge and skills required to measure, monitor and optimize your digital marketing activity.

Topics covered under this module

- Benefits of Google Analytics Tool
- Google Analytics Account Set-Up
- Google Analytics Performance Metrics
- Importance of Tracking Code & creation
- Explaining Google Analytics Admin Panel & set-up
- Creation of Goals & Funnels
- Linking Google Analytics Account with other tools
- Audience tab to understand User interaction on your Website
- Acquisition tab to understand Digital Marketing support for your Website branding & conversions
- Behaviour tab to understand the pros & cons of your Website content to your User expectations
- Explaining Conversion tabs to understand buying cycle of your website with user
- Working on different custom reports for analysing Website, while applying to day-to-day executions for better ROI

AFFILIATE MARKETING

During the course you will learn what is affiliate marketing Affiliate and the process of earning commission by promoting other people's / company's products.

Topics covered

- Types of affiliates
- Integrating Ads to website
- Linking Bank Accounts
- Google AdSense
- Rules for AdSense
- Tracking Code Setup
- Pay-out Types

MOBILE MARKETING

The Mobile Marketing module will help you create and deliver effective mobile marketing campaigns.

Topics covered under this module

- Key Mobile Marketing Concepts
- Trends in Mobile
- Opportunities & Risks
- SMS marketing
- App-based marketing
- In-game mobile marketing
- Mobile web marketing
- QR codes
- Location-based services



STUDENT SUPPORT

All Students at iDigital Academy will get upto 6 moths of support in

- Resume Preparation
- Live Project Training
- Placement assistance
- Conducting mock interviews



CERTIFICATION

All Students can take upto 5 Certifications from Google based on the area of interest.

In Addition to this all students will receive course completion certificate from iDigital Academy.





**JOIN US
& BE A
DIGITAL MARKETER**