

# iSTRATEGIST

## Modules in Digital Marketing

### **Introduction of Digital Marketing – Scope and future opportunities**

#### **Principal**

Concepts of Digital Marketing  
The Marketing Function  
Traditional and Digital Marketing

#### **Developing Objective**

Planning stage considerations  
SMART Objectives

#### **Digital Research**

Audience research  
Audience Listening Tools  
Competitive Research  
Industry Research

### **Search Engine Optimization (SEO)**

Paid versus organic search  
How Search Engine works  
Basic & Advanced SEO Techniques

Keywords Analysis & Research  
Types of Keywords  
Turning research into content  
Search Engine Algorithms  
On Page & Off Page optimization in SEO  
SEO Plan of Action  
Types of SEO metrics  
Measuring Success

### **Content Creation**

Content Creation Tools  
Content Marketing Strategy  
Community Management  
Defining your Personality  
Brand Storytelling  
Content Platforms  
Content Seeding  
Content Promotions

### **Search Engine Marketing (SEM)**

#### Google Ads/PPC

How to create Campaigns  
Bidding, Budget and Quality score  
Schedule: Start date, end date, Ad scheduling  
Ad delivery: Ad rotation, frequency capping  
Defining Campaign Strategy

#### Keyword Research

#### Campaign Setup

- Search ads
- Banner ads
- Video ads
- Product listing ads
- App Installs ads

#### Traffic Conversion and Landing Page

#### Optimization

Understanding Google MCC  
Understanding Google ads express

### **Social Media Optimization (SMO)**

What is social media?  
How can social media help my business?  
Social Media Training: The Big Picture  
Developing unique content, positioning and voice  
How to choose the right social media for your business/brand

Behavioural and cultural standard for Social Media

#### **Facebook**

#### **Twitter**

#### **Instagram**

#### **LinkedIn**

#### **Video Marketing (YouTube)**

### **Social Media Marketing (SMM)**

Audience Insights  
Ads Manager and Ads Function  
Facebook Canvas  
Setup and Customization  
How to create ads?  
How to understand reports/metric  
Understanding targeting  
Drafting ads:

- **Facebook**
- **Twitter**
- **Instagram**
- **LinkedIn**
- **Snapchat**

Analysis

### **Email Marketing & SMS Marketing**

SMS and Email Strategy  
SMS and Email Service Providers

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- Data Capturing
- Contact Database
- Email design & its components
- Email Subject line
- SMS & Email copy
- Call-to-Action
- Email & SMS campaign creation
- Campaign Delivery Challenges
- Campaign Performance and Optimization
- Minimizing Bounces and Unsubscribes
- Reports

### Media Buying and Selling

- What is Media Buying?
- Top Media Buying Websites
- Understanding Client's Business
- Understanding your TG
- Finding Website To Advertise
- Media buying tools
- Media Buying Case Studies

### Google Analytics Overview

- Introduction to Web Analytics
- Admin Interface
  - Setting up an analytics account
  - Managing account/users
- Google Analytics Interface
  - Home Tab/Realtime data
  - Dashboard
  - Widgets/Customized dashboard
  - Intelligent Events
  - Shortcuts/Interface feature
  - Data Selection and comparison
- Advertising linked with Analytics
- Google search console

### Online Reputation Management (ORM)

- Basics of Online Reputation Management
- Online Monitoring/Brand Monitoring
- How to Analysis clients Business
- Building Positive links
- ORM Techniques
- Tagging
- Online Reputation Monitoring Tools
- ORM tips and tricks
- Removing Negative comments from Google

### Affiliates, AdSense & Blogging

- Create and Activate AdSense account
- How ads work
- Ad code implementation
- Products and Partnerships
- Tips for improving ad revenue
- AdSense for YouTube
- Reports
- Channels and Publisher Toolbar
- Using Google Analytics with AdSense