

#### Who Can Join?





Business Owners who want to attract more customers online and really want to learn Practical Strategies right from Email Marketing to Advance PPC Marketing to grow their business.



If you are a Marketing

Employee, I.T person, social media marketer, website or Graphic Designer, you can join this advance course & complement your skills with Digital Marketing.



If you are a **Student** or a **Job Seeker**, here comes a great opportunities to excel in the field of Digital Marketing. Start a Job or start your own Online Business











#### **6 MONTHS CAREER ORIENTED PROGRAM**

DIGITAL MARKETING ON JOB TRAINING CERTIFICATION
GUARANTEED JOB ASSISTANCE WITH HANDS ON EXPERIENNCE

#### **Course Modules:**

M 01 : Digital Marketing Fundamentals

M 02: Website Planning and Structure

M 03 : Facebook Marketing for Business

M 04 : Google Adwords and PPC Advertising

M 05 : YouTube and Video Marketing

M 06: E-mail Marketing for Business

M 07: Lead Generation & Marketing Automation

M 08 : eCommerce and Payment Gateway

M 09 : Remarketing Strategies – Advance Level

M 10 : Google Plus for Business

M 11: LinkedIN and Twitter Marketing

M 12 : Google Analytics and Webmaster Tool

M 13: Search Engine Optimization (SEO)

M 14 : Affiliate Marketing & Google AdSense

M 15: Case Studies and Practical Assignments

M 16: Google Certification Program Training

#### **Module 1:**Digital Marketing Fundamentals

Section 01 : Marketing v/s Sales

Section 02: Marketing Mix and 4 Ps

Section 03: What is Digital Marketing

Section 04: Inbound vs Outbound Marketing

Section 05: Content Marketing

Section 06: Understanding Traffic

Section 07: Understanding Leads

Section 08: Strategic Flow for Marketing Activities

#### **Module 2:**Website Planning and Structure

WWW

**Domains** 

**Buying a Domain** 

Website Language & Technology

Core Objective of Website and Flow

One Page Website

Strategic Design of Home Page

Strategic Design of Products & Services Page

Strategic Design of Pricing Page

Portfolio, Gallery and Contact Us Page

Call to Action (Real Engagement Happens)

**Designing Other Pages** 

**SEO Overview** 

Google Analytics Tracking Code

Website Auditing

**Designing Wordpress Website** 

# **Module 3 : Level - 1**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

Featured Video

Scheduling Posts

Facebook Events

Reply and Message

Facebook Insights Reports

Competitor's Facebook Page

Ban User on Facebook Page

**Connect with Twitter** 

#### Module 3: Level - 2 Facebook Ad Campaigns

Organic v/s Paid

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

Video Promotion

Similar Ads and Audiences

Tracking Pixels Code

Remarketing - Website Visitors

Custom Audiences - Look Alike

Custom Audience - Saved Group

Managing and Editing Ads

Ad Reports and Ad Insights

Billing and Account

## **Module 3 : Level - 3**Facebook Advance Strategies

Facebook Business Manager

People, Pages and Roles

Ad Accounts Configurations

Ad Agencies and Assigning

Shared Login for FB Business A/c

Power Editor - Most Advance

**Email Targeting on Facebook** 

**Facebook Offers** 

CTA on Page

Posts for Location

Save Time with Third Party Tools

Case Studies

#### **Module 4 : Level - 1**Google Adwords Basics

**Understanding Adwords** 

Google Ad Types

**Pricing Models** 

**PPC Cost Formula** 

Ad Page Rank

Billing and Payments

Adwords User Interface

**Keyword Planning** 

**Keywords Control** 

**Creating Ad Campaigns** 

**Creating Text Ads** 

**Creating Ad Groups** 

Bidding Strategy for CPC

#### Module 4 : Level - 2 Google Adwords Intermediate

PPC, CPM, CPA

Other Measuring Tools

Bidding Strategy on Location

Bidding Strategy on Schedule

Bidding Strategy on Devices

Conversion Tracking Code

Designing Image Ads

**Creating Animated Ads** 

Examples on Animated Ads

Creating Video Ads

Youtube Video Promotion

Hi-Jack Competitor's Video Audience

#### **Module 4 : Level - 3**Google Adwords Advance Level

Remarketing Strategies

Remarketing Rules

Remarketing Tracking Code

Linking Google Analytics

Designing Remarketing Images

**Shared Budget** 

**GWD** Software

#### **Module 5 : Level - 1**YouTube Marketing Fundamentals

Video Flow

Google Pages for YouTube Channel

**Verify Channel** 

Webmaster Tool – Adding Asset

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** 

**Creator Library** 

### **Module 5 : Level - 2**YouTube Marketing Advance

**Channel Navigation** 

Video Thumbnail

CTA – Annotation

CTA – Extro

CTA – Cards for Mobile

Redirect Traffic to Website

Post Upload Enhancements

Live Broadcasting

**Managing Playlists** 

**Managing Comments** 

Managing Messages

Monetization with Adsense

Paid Youtube Channel

Channel Analytics

Real Time Analytics

### Module 5: Level - 3 Video Making for YouTube

How to make videos

Camera Angles

Setting up Lightings

**Shooting Techniques** 

**Editing Videos** 

**Editing Audio** 

**Background Music** 

White Board Animation

**Publishing HD Videos** 

On Hands Training on Video

**Editing Software** 

**Practical Examples** 

**Creating Animated Contents** 

#### **Module 6 : Level -1**Email Marketing – Content Writing

Email Machine – The Strategy

**Email Frequency** 

Why People Don't Buy

The Fuel – Value

Triggers in Email using 4Ps

Sequence of Email Triggers

Email Example – Topic

Email Example - Intro

Email Example – Product

Email Example - Secondary Value

Email Example - Fear

Email Example – Regret

Email Example – Ask for Sales

Email Example – Reinforcement

Email Example – Offers Announcements

Email Example – Urgency

Email Example – Cross Sales

Email Example – Re-Engagement

Email Example – Buyer vs Consumer

#### Module 6: Level -2 Email Marketing Advance Level

Email Software and Tools

**Importing Email Lists** 

Planning Email Campaign

**Email Templates and Designs** 

Sending HTML Email Campaigns

WebForms Lead Importing

**Integrating Landing Page Forms** 

Campaign Reports and Insights

Segmentation Strategy

**Segmentation Lists** 

**Auto-Responder Series** 

Triggering Auto – Responder Emails

**AutoResponder Actions** 

#### **Module 7:**Marketing Automation

Marketing Automation Tools

**Email Campaigns** 

**Email Autoresponder** 

SMS Autoresponder

**Creating Landing Page** 

Landing Page CTA

**Lead Generation Strategy** 

Capturing Leads from Sources

Website Widgets

Lead and List Management

**CRM** Integration

Sales Integration

**Products Integration** 

**Business Reporting** 

Lead Source Link Building

**Lead Tracking Features** 

WebHooks and Connectors

**Complete Automation Strategy** 

#### **Module 8 Ecommerce and Payment Gateway**

eCommerce Business

Planning eCommerce Website

**Product Placements** 

**Product Grouping** 

Promoting eCommerce Website

**Remarketing Products** 

**Understanding Coupon System** 

**Appointing Affiliates for Products** 

Cross/Up/Down Selling

Payment Gateway in India

**Application and Documentation** 

**Collecting Online Payment** 

Web Store using Payment Gateway

Web Fronts using Payment Gateway

Invoice Payments through Emails

**SMS Invoice Payments** 

**Integrating Payment Gateway** 

Payment Links and its Promotion

Affiliates for Payment Links

#### **Module 9:**Re-Marketing Strategies

**Re-Marketing Flow** 

**Email Re-Marketing Strategy** 

Segmentation Re-Marketing Strategy

Facebook ReMarketing

Google Adwords ReMarketing

Marketing Machine Bucket Filling

Dynamic Re-Marketing for eCommerce

Pixeling and Tracking Cycle

Video ReMarketing

**Custom Audience ReMarketing** 

**Engagement Re-Marketing** 

#### Module 10: Google Plus for Business

G+ Pages Ranks Higher

Google Plus Profile

**Google Local Business** 

Google + Company Page

Adding Contact Links

Utilizing +1 Button

**Managing Circles** 

**Posting Contents** 

Google Hangouts

Social Relevance to G+ in Adwords

Sharing G+ Buttons on Website

HashTags and Mentions

**Review and Testimonials** 

G+ Mobile App

Integration with Website

#### **Module 11:**LinkedIN, Twitter and Pinterest

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** 

**Creating Showcase Pages** 

**Engaging with Updates** 

**Running Paid Campaigns** 

Recruitment through LinkedIN

LinkedIN Groups

LinkedIN Mobile App

**Marketing on Twitter & Pinterest** 

### **Module 12:**Google Analytics and WebMaster Tool

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

### Module 13: Search Engine Optimization

**Understanding SEO** 

**SEO Keyword Planning** 

Meta Tags and Meta Description

Website Content Optimization

**Back Link Strategies** 

Internal and External Links

Optimizing Site Structure

Keywords in Blog and Articles

On Page SEO

Off Page SEO

**Local SEO** 

Mobile SEO

eCommerce SEO

Optimizing with Google Algorithms

**Using WebMaster Tool** 

Measuring SEO Effectiveness

#### Module 14:

#### **Affiliate Marketing and AdSense**

**Understanding Affiliate Marketing** 

Sources to Make Money Online

Selecting Affiliate Program

Applying for an Affiliate

**Building Assets for Affiliate Promotion** 

**Payments and Payouts** 

CPC, CPA, CPI and other metrics

**Getting Most Conversions** 

Day to Day Work Scheduling

Managing Affiliate Accounts

Blogging

Google AdSense Account Setup

Placing Ads on Website

Placing Ads on Blogs

YouTube Video Monetization

Allowing and Blocking Ads

**Performance Metrics** 

AdSense Administration

### Module 15 Case Studies and Practical Assignments

We have experience of running more than 1000 Ad Campaigns. We will share Case Studies and Advance Strategies.

We will also give you Practical Assignments for Website, Ad Designing, Email Content Writing, Affiliate Promotions, SEO and many more.

So that you not only learn Digital Marketing but you can actually implement Digital Marketing Strategies for your or your client's business.

#### **Module 16:**Exams and Certifications

Section 01: Registering Google Certification Program (Free)

Section 02: Training for Google Adwords Certification

Section 03: Training for Google Analytics Certification

Section 04: Training for Google Video Advertising Certification

Section 05: Sample Test Papers for Google Certification Examination

Section 06: Online Exam for Certified Digital Marketer from MagnetMarketing.in

Exams are in MCQ Format.

# Have Questions Call - 706 506 9985

Visit - www.innozant.com