



Mastering Digital Marketing

DIGITAL MARKETING INTRODUCTION

What is marketing?

What is Digital Marketing?

Understanding Marketing Process

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 and outbound marketing

Converting Traffic into Leads, Types of Conversion , Understanding Conversion Process

Tools Needed

DIGITAL MARKETING VS. TRADITIONAL MARKETING

What's the difference between digital marketing and traditional marketing, and why does it matter?

Benefits of Traditional Marketing

The Downside to Traditional Marketing

Benefits of Digital Marketing

Why Digital Marketing Wins Over traditional Marketing ?

Tools of Digital Marketing

How We Use Both Digital & Traditional Marketing

WEBSITE PLANNING PROCESS

What is Internet?

Understanding domain names & domain extensions

Different types of websites

Based on functionality

Based on purpose

Planning & Conceptualizing a Website

Booking a domain name & web hosting

Adding domain name to web Server

Adding webpages & content

Adding Plugins

Building website using CMS

Identifying objective of website

Deciding on number of pages required

Planning for engagement options

Landing Pages & Optimization

Creating blueprint of every webpage

Best & Worst Examples

SEARCH ENGINE OPTIMIZATION

Understand Search Engines & Google marketing, and why does it matter?

What is SEO?

Introduction to SERP

What are search engines?

How search engines work

Major functions of a search engine

What are keywords?

Different types of keywords

Google keyword planner tool Keywords research process

Understanding keywords mix

Long Tail Keywords

Google Search Tips & Hacks

On-Page SEO

Keyword Research with Google Keyword Planner.

What is the difference between keywords stuffing & KW placement

How to Select a Domain Name?

Page Naming {URL Structuring} and Folder Naming

Image Naming, Image Title and ALT Tags Creation

What are Meta Tags, Description, Robots, Keywords, Author

Redirection Tags

Headings Tags {H1 to H6}

What is Content Writing?

SEO Friendly Content Writing {Insert keywords in content}

Anchor Text, Link Title

Internal linking

Robots.text file use and creation

HTML Sitemap creation

Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

Off-Page SEO

What is OFF-Page Optimization?

What are Backlinks?

Why Backlinks are Important?

How to Get Backlinks?

Difference Between Do-Follow and

No-Follow Backlinks

What is Google Page Rank?

How to Increase Page Rank?

Search Engine Submissions

Directory Submissions

Article Writing and submissions

Press Release writing and submissions

Blog Posting and comment writing

Classifieds posting

Forum Posting

Business Listing

Social Bookmarking

Social Networking

RSS Feeds

Do's and Dont's of link building

Easy link acquisition techniques

Domain Authority & How to

Increase

SEARCH ENGINE ALGORITHMS

What is Search Engine's Algorithms?

How Algorithms Works?

Why a Search Engine needs to update its Algorithm? Search Engine Penalties and recoveries.

Why a Search Engine penalizes a Website?

How to optimize your site for Google

Hummingbird Algorithm?

What is Google Panda

Algorithm? What is Google

Penguin?

What is Google EMD Update?

How to save your site from Google Panda, Penguin and EMD Update?

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

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

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 AD groups

Targeting Options

Understanding Bid Strategy

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 rate

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

Monitoring traffic behavior

Taking corrective actions if required

GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING

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?

EMAIL MARKETING

What is email marketing?

How email works?

Challenges faced in sending bulk emails

How to overcome these challenges?

Types of email marketing- Opt-in & bulk emailing What is opt-in email marketing?

Setting up email marketing account

Best platforms to do opt-in email marketing

Setting up lists & web form Creating a broadcast email What are auto responders?

Setting up auto responders

How to do bulk emailing?

Best practices to send bulk emails

Tricks to land in inbox instead of spam folder

Top email marketing software's & a glimpse of how to use them Improving ROI with

A/B testing

BLOGGING

What is adsense?

How to get approved for adsense?

Cool trick to get adsense approval by Google

Using your adsense account interface

Placing ads on your blog