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25 Modules

1 SEO
Search Engine Optimiz.
On-Page Optimization
Keyword Research
Off Page Optimization
Robots, Sitemaps etc.

2 SMM-SEM
Social Media Marketing
Facebook, Twitter,
Linkedin, Youtube
Pinterest, Instagram,
Slideshare Marketing

3 Google Adwords SEM
Search, Display Network
Bidding, CTR, Quality
Score, Advertising,
Promoting, Marketing

4 Google Analytics
Analytic Reports,
Setting Accounts
Web properties
Exporting reports

5 Mobile Marketing
Specific, Measurable,
Achievable, Realistic.
Result driven, making
clear goal setting etc

6 Affiliate Marketing
Make money sending
potential customers
for Google Adsense
& Flipkart, Amazon

7 Email Marketing
Electronic marketing
by Creating Attractive
& Creative Newsletters
with Various Themes.

8 ORM Online Rep Mngt
Online Reputation
Management. ORM
influences reputation
of an business's.

9 Google Webmaster Tool
Search Console of
Webmaster Tools
Search Console, Site
settings, Monitor site

10 Media Buying Selling
Media Planning, Optiz
Programmatic Media
Buying, Selling &
Campaigns & steps.

11 Webinar Marketing
Marketing & Benefits
Logistics, Direct
interaction, Launches,
Webinar Tools, Services

12 Ecommerce Business
Ecommerce Marketing
Anatomy of Site,
Ecommerce platforms,
Woocommerce

13 Digital Strategies
How to Start a Digital
Agency, Where do I get
my clients from?
Approach & Strategies
Convert Clients

14 Content Marketing
CONTENT MARKETING
are visually compelling
medium can comm
- unicate complex data

15 Viral Marketing
Use Hashtags Business
Find Hashtags Related
to the Main Keyword,
Research Trending

16 List Building Technique
How To Design Squeeze
Page for Maximum
Conversions, Split
Testing, Broadcast

17 Creating BLOGs
Steps to Blog Marketing
Create your Blog –
Customize BLOG
Enable Comments

18 Whatsapp Marketing
Whatsapp for Business
Communicate better
texts, images, audio
Increase engagement

19 LIVE Streaming
Live Streaming Online
Branding. Configuring
Broadcast settings
Create a Scope

20 Lead Generation
Converting Leads
online & targeting
them into Paying
Customers

21 Top 5 Digital Tools
SOCIAL MEDIA Mngmt
LEARN an Image
Manipulation, Video
Creation, Lead tool .etc

22 Copywriting SEO
Copywriting Techniq
for Website SEO copy
writing. Keyword
placements & stuffing

23 Freelancing Business
Freelancing Websites,
Best practices,
Micro job sites,
Accepting payments.

24 Video Marketing/ Distribution
Video Marketing
Metrics, Online Video
Distribution Channels
Influence Video Trends.

25 Landing Page Techq
Elements of Landing Pages
Creating Stunning Landing Pages
WordPress Themes & Plugins
Landing Page Optmz. Incentives

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Plus
Content Writing Workshop

Content Writing Workshop - Course Contents

Details & Topics Covered :

1. Content Writing Concepts
2. Content Writing for Web Copy
3. Content Writing Techniques
4. Practical Exercises' on Content Writing
5. How to Create Killer Headlines
6. The Do's & Don'ts of Content Writing
7. Story Telling Techniques
8. Impact of Content Writing
9. Building Trust with Online customers
10. Creating Content for Blogs
11. Case Studies
12. Tips on Writing Persuasive Copy
14. Careers in the Content Writing
15. Solving Worksheets

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- ✎ Learn to Write Converting Headlines
- ✎ Steps in Writing Process
- ✎ How to Write effective Web Articles
- ✎ Blog Writing Tips & Tricks

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ADMD Certification
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Advanced Wordpress Diploma (Worth Rs 15,550)

CREATING WEB PAGES
- Creating a new page
- Entering a page title and body text
- Showing the Kitchen Sink
- Using the WordPress toolbar
- Using the More button
- Working in Full Screen
- Spell checking within WordPress
- Pasting from Word
- Formatting text
- Removing formatting
- Previewing your page
- Draft vs. publishing
- Editing exiting pages
- Deleting pages

INSTALLING WORDPRESS
- Installing WordPress using the C-Panel
- Manual Installation of WordPress
- A first look at WordPress
- Logging in to the WordPress Admin area
- Using the WordPress Dashboard
- A quick tour of the WordPress admin options
- Previewing your website

PLUGINS
- Installing plug-ins
- 10 Imp Plug-ins for WordPress websites
- SEO Plugins, - Must have SEO plugin
- Slider Plugins, - Sliders for posts & pictures
- Installing a slider plugin
- Customising sliders

SOCIAL MEDIA INTEGRATION
- Embedding a Google Maps
- Featured images, posts and pages
- Social Media integration
- With Facebook, YouTub, Twitter
- Configuring site settings
- Setting your email address

ECOMMERCE SHOPPING CART WITH PAYMENT GATEWAY
- Woo Commerce Setup Pages
- Woo Commerce Configuration & Setting
- Creating Products
- Product Image, Product Description
- Publish Product
- Inserting custom characters and symbols
- Editing exiting pages /- Deleting pages
- Assigning Admin options
- Currency Options & Positions
- Setting up Checkout Pages
- Payumoney Woocommerce Integration

WORDPRESS & SEO
- Understanding search engines
- Creating user-friendly permalinks
- Write keyword rich text in your pages and posts
- Using image Alt Tags
- Using an effective HTML title
- Using an effective HTML description
- Using keyword rich headers
- SEO Plugins,Settings: Permalinks.
- Sitemaps Creation, Submitting it.

SPEEDING UP YOUR WORDPRESS
- Speed Test Tools
- Pagespeed Insights
- Image Optimization
- Optimizating Homepage
- Gzip- Compression
- Browser Caching
- W3Total Cache

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SEO Keyword Software Worth Rs 5550

Write KILLER HEADLINES Software Worth Rs 6550

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Plus

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Plus

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- ✎ Steps in Writing Process
- ✎ How to Write effective Web Articles
- ✎ Blog Writing Tips & Tricks

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Module 1
Search Engine Opitmization

Search Engine Optimization **course** includes: Keyword Research, On-Page and Off Page Optimization, Link Building, Keyword Strategy.

IMPORTANCE OF SEO MARKETING
- Types of Internet Marketing Methods
- How the search engine works ?
- Understanding the SERP
- Using Search Operators
- Google Search Engine Architecture
- Search Engine Algorithms
- Google Algorithm Updates
- Page Rank Technology
- Panda Update and its Importance
- Latest Updates about SEO Algorithms

KEYWORDS RESEARCH AND ANALYSIS
- Introduction to Keyword Research
- Business Analysis
- Types of Keywords
- Keyword Research Methodology
- Keywords Analysis Tools
- Competition Analysis
- Preparing a Keyword List for Project

REPORTS & MANAGEMENT
- Website Position Analysis
- Introducton to Google Analytics
- Installing Google Analytics
- Basics of Google Analytics
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Goals and Conversions
- Live Project Exposure

IMAGE TAG OPTIMIZATION
- Footer Optimization
- Creating an HTML and XML sitemaps
- URL Rewriting Techniques (301, 302)
- Robot.txt File

ON-PAGE OPTIMIZATION (ONSITE)
- Basics of Website Designing / Development
- Usability and User Experience in Website
- Onsite Optimization Basics
- HTML Basics for SEO
- Importance of Domain Names
- Website Structure & Navigation Optimz
- HTML Validation using W3C
- Coding Best Practices
- Filename Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Headers Optimization
- SEO Content Writing
- Page Speed Optimization Tool
- Anchor Links Optimization
- Internal Link Statergy
- Iframes / Frames effects on SEO

OFF-PAGE OPTIMIZATION (OFFSITE)
- Introduction to Offsite Optimization
- Submission to search engines
- Linking Building Methodology
- Types of Linking Methods
- Free Links / Paid Links
- Directory Submissions for SEO
- Social Bookmarking
- Local Business Listing (Local SEO)
- Classifieds Posting
- Forum Signatures and Commenting
- Using Blogs for SEO, Commenting
- Press Release Submission
- Article Submissions
- Video Submissions
- RSS Feeds Submissions
- Tracking the Links and Page Rank

LINK BUILDING
An essential part of any successful SEO strategy, let's build your internal link profile to add significance to your page keywords listed within search engines.

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Module 2   (SMM & SEM)
Social Media Marketing

SOCIAL MEDIA MARKETING COURSE teaches you how to advertise, promote and manage your social media campaigns. Social media course teaches you to identify your target audience, create engaging and share-worthy content and finally integrate your social media with all other aspects of your online presence.
Definition Of Social Media Optimization
TYPES OF SOCIAL MEDIA - Key terms to understand - How Social Media influences audience & Google, Integrating social media into your website and blogs, How to choose right social media for your business/brand.

2 (i) Facebook Marketing

Facebook allows you to connect, communicate and educate your prospected audience in an individualized way which is not possible with websites and blogs."

Facebook is still growing rapidly, so businesses and marketers like to add Facebook into their advertising strategies to target customers and promote their brands.
Most marketers are involved with Facebook and 83% of them says that Facebook is really crucial for businesses.

Why you should definitely use Facebook for business.
How your business can get the most out of Facebook.
➢ Facebook Pages
➢ Facebook Groups
➢ Facebook Apps
➢ Facebook Events
➢ Facebook Ads
➢ Facebook Audiences
➢ Facebook Pixels
➢ Facebook Automation Tools

MARKETING ON FACEBOOK
- Using twitter for business /brands
- FACEBOOK Marketing
- Creating facebook pages
- How to promote facebook pages
- How to advertise on facebook (PPC)
- Creating FAN-Page for Business
- How to boost post with PPC
- Setting up Campaigns
- Video Ads in Facebook - PPC
- Targeting the Right Audience
- In-page Analytics / **FACEBOOK Analytics**

Facebook Marketing

Facebook **has 1.49 Billion monthly active users,** an increase of 13% year over year
Facebook has **1.25 billion mobile users,** and **798 million mobile daily active** users. This means about 65 percent of Facebook's members use the service daily, and 64 percent of its mobile members use it daily.
4.5 billion Likes are generated daily, meaning there are 3.1 million likes every minute.

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Module 2
Social Media Marketing

2 (ii) Youtube Marketing

YouTube is the most favored video sharing social media platform. It was created in 2005 by Steve Chen, Chad Hurley and Jawed Karim.

In 2006 YouTube was acquired by Google. It has transformed the overall outlook of television advertisement and other video networks with an overwhelming influence.

YouTube is crucial for businesses and marketers, because it has a huge database of users. Hence, you get the chance to broaden your brand message extensively. According to Alexa Rank, it is the most visited website, after Google and Facebook.

More than 1 billion unique viewers visit YouTube every month. YouTube is a zero cost video hosting site which permits its registered users to watch, upload, share and store video, as well as subscribe to channels.

Why you should definitely use **YouTube** for business.
How your business can get the most out of **YouTube**
➢ YouTube Channel
➢ YouTube Creator Studio
➢ YouTube Upload
➢ YouTube Analytics
➢ YouTube Editor
➢ YouTube SEO
➢ YouTube Ads

YouTube FACTS is the 2nd largest search engine and the 3rd most visited website worldwide, behind only Google and Facebook respectively.

Average time spent on **YouTube** per mobile session is 40 minutes.

4 billion videos are viewed worldwide in a day

You Tube Marketing

Advertise your videos
To advertise your brand, you can utilize the tools available directly from YouTube. Include a call to action to motivate viewers to comment, like and share among their network. Add a video on your website and a blog. Share YouTube video links with your current customers. Use SEO strategies to get listed in Google, Yahoo, and Bing. Advertising assists you in increasing the sales of your business.

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Module 2
Social Media Marketing

2 (iii) Twitter Marketing

TWITTER is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about.
- How to increase your Followers
- Find and follow others
- Connecting your mobile
- BUILD A VOICE: Retweet, reply, react
- MENTION: Include others in your content
- GET FANCY: Explore advanced features
- Successfully marketing Campaigns on Twitter
- Followers Target, Lucky Hashtag, Retweet To Win
- Hashtag & Link Tweeting,
- Promoted Account, and Promoted Tweets

2 (iv) Linkedin Marketing

LinkedIn is the largest business oriented social platform, which was established in 2003. Its prime objective is to permit existing users to create a network with those they know professionally. It is particularly utilized to exchange ideas, information, and opportunities.

1.3 million Small business owners are on **LinkedIn** to gain new customers, enhance online presence for their business, generate leads and build their brand awareness. **LinkedIn** ads can also assist you to get potential customers with a minimum budget of $10.

LinkedIn is a social media network that is specifically developed for businesses professionals. It permits you to connect with other users and exchange or share business related information around your networks.
- How your business can get the most out of LinkedIn.
  - LinkedIn Company Pages
  - LinkedIn Groups
  - LinkedIn SlideShare
  - LinkedIn Ads
  - LinkedIn Premium
  - LinkedIn Sales Navigator

Like other social media networks, **LinkedIn** also allows you to design a customized business oriented profile, because **LinkedIn** profiles highlight education, work experience, skills, endorsements, etc.

Module 2
Social Media Marketing

2 (v) Pinterest Marketing

Pinterest has long been popular as a tool for 'window shopping'. When users are looking through other brand boards because they're looking for ideas for wedding decorations, things to wear or things to decorate their house with, they will often then follow the links to buy the products, or later look up the product.

As a brand, your objective is to be 'one of those brands' that people follow and to use this as a prime opportunity to show off your products, your services and your website so that you get more visitors and more business.

Introduction – Why is **Pinterest** So Powerful
Pinterest: The Basics
Marketing With **Pinterest**
Building Your Brand
How Marketers Use **Pinterest**
Features for Marketers
Pinterest Business Accounts
The **Pinterest** Interface in Detail
The Home-Feed, Finding Pins
Your Boards and Pins
Your Pinterest Marketing Strategy
The Holy Grail of Brand Engagement
How to Grow Your Following
Pinterest Marketing Techniques
Using Rich Pins, Widgets
Contests. Chrome Plugin
Going Mobile With Pinterest: Using the Apps
How are Businesses Actually Using Pinterest?
Your Pinterest Marketing Plan

MARKETING WITH *Pinterest*

• How Pinterest works and what makes it different from other platforms
• How to get started with your own **Pinterest** boards
• How the top brands on **Pinterest** are making use of the platform
• How to save time using plugins and other tools
• How to market your **Pinterest** board through other forms of social media, email and more

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Module 2
Social Media Marketing

2 (vi) Instagram Marketing

What is **Instagram**
Instagram is Actually Pretty Big
Instagram Marketing
The Objective
Creating Amazing Content for **Instagram**
How to Take Amazing Photos
Adding Filters
Advanced Photo Editing
Videos for **Instagram**
Using Tags
Growing Your Following
Your Target Audience-Know them
Integrating Instagram With Your Website
Instagram and Other Social Media
Getting People Involved
Influencer Marketing
How Are Businesses Actually Using **Instagram?**
How Companies Are Using **Instagram** Influencer Marketing
Local Marketing with **Instagram**
Analyzing Your **Instagram** Markeing

2 (vii) Periscope

Features of Periscope & What is Periscope
Live streaming: The premise of the app is that it allows you to live stream video, direct from your phone or tablet.
Interactive viewing experience: Aside from just watching video streams, Periscope allows for real time interaction. Viewers can "heart" the streams they like and can interact with the person streaming the video through the comments/chat function.
Map View: You can explore the videos being broadcast in different parts of the world through the interactive map feature. This allows you to search for videos by location and find streams of particular events taking place
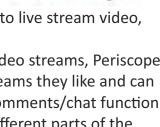- Using Periscope for Business & Branding
- Configuring Broadcast settings
- Learning different types of broadcasts
- Trending hashtags to expand audience

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Module 2
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2 (viii) Google + Plus

GOOGLE +
There are now over 1 billion with Google+ enabled accounts
It has reached 450+ million monthly active users
Google+ is growing at 33% per annum.
When you consider that Google+ has only been around
for a few years, then it is a success on many levels.

GOOGLE PLUS FOR BUSINESS
- Creating Business Page
- Manage settings & admin for Google+ Page
- Learn Marketing tools for online marketers
- Get followers on Google+
- Learn to use Google Hangouts

2 (ix) Slideshare

Marketing On Slideshare
- Set up your business account on Slideshare
- Create slide that reflect your business
- Engage with your audience
- Promote Slides to share and Download

SlideShare is a directory of categorised presentations and documents so the opportunity for your work to found, read and shared is 'built in' (as they say). However as with any form of marketing the more you put in the more you can expect in return for your efforts

SlideShare offers great branding opportunities. Within your documents , Expand your company's presence and reach by making your profile page an extension of your brand.

Potential customers want to know who you are and that you can deliver on your promises. **SlideShare** demonstrates your prowess within your niche, industry or market sector!

SlideShare delivers global distribution for your presentations and documents. Let **SlideShare** help you to reach and engage with a wider, international audience

g+ business

slideshare
Present Yourself

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Module 3
Google Adwords [PPC]

Google AdWords

What is Google Adwords ?
Google Adwords gives you Instant impact and a much larger reach from the word go ! **This is due to the First Page Exposure on Google.**

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Standard Reporting
- Audience / Overview
- Demographics / Behavior
- Technology / Custom Visitors Flow

Set-Up PPC Campaign
- Google Adword Account Structure
- PPC campaign Navigation
- Use Multiple Account
- What is "Click-through-Rates" CTR
- What is Impression?
- What is "Cost/Conversion"?
- What is Tracking Code?

What Is Keyword Research ?
- Diff between SEO & PPC keywords
- Keywords popularity
- Search Volume
- Categorize Keywords in Ad groups
- Keyword Types:Broad, Exact, Phrase

Campaign Performance Reports
- Keywords Performance Reports
- Ad Performance Reports
- PPC Campaigns Tools

Create Effective Ads Ad Groups
- Measurement of Title, Description URL
- Ad that produce better ROI,
- Using Ad Extensions /
- Using Adword wrapper

What Is Landing Page ?
- Ads versus Landing Page
- Important of Landing Page
- Optimize your landing pages
- Use 'Calls to Action'/Cost/Conversion
- PPC reporting structure

What Is BIDDING ?
- What is Quality Score?
- How Quality Score Effect on Bids?
- How to Increase Position on Search?
- Bid for Ad position
- Bid Management
- Define Bid for Each Keywords
- User Define bids
- Google Automatic Bids
- Importance of bidding techniques
- Competitors Analysis for bidding

DISPLAY NETWORK CAMPAIGN
- (Creating Image/Video/Text/Flash Banner)
- Navigation through Menus-Home
- Campaigns/Opportunities/
- Tools & Analysis, Billing, My Account

REMARKETING (Display Network)
MCC (MY CLIENT CENTRE)
- Linking Existing Adwords with MCC
- Approving from Adwords
- Creating Additional Users, Adwords Editor

GOOGLE MERCHANT CENTER
Google Merchant Center is a tool which will upload your product listings to be used for Google Shopping, Product Listing Ads, & Google Commerce Search. By linking your Google AdWords and Merchant Center accounts, you will be able to surface your products directly to users through Product Listing Ads.

Includes Google Adwords Certification

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AdWords Search Certification

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is awarded this certificate for passing the AdWords Fundamentals and Search Advertising exams.

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Module 4
Google Analytics

What is Google Analytics ?
Google Analytics module covers reporting, overview of traffic sources, in-page analysis, content analysis, coversion tracking, Goals, how to calculate ROI ..etc.

INTRODUCTION TO WEB ANALYTICS
- What is Web Analytics
- Purpose of analytics in Internet Marketing
- Admin Interface
- Setting up an accounts
- Web properties
- Managing account / users

ADVERTISING
- Adwords data analysis
- Keywords/Keyword Positions
- Traffic Sources
- Overview of Traffic sources
- Sources / Direct Search
- Organic / Keywords Analysis
- Paid / Referral

STANDARD REPORTING
- Audience / Overview
- Demographics / Behavior
- Technology / Custom Visitors Flow

GOOGLE ANALYTICS INTERFACE
- Home Tab / Realtime Data
- Dashboard / Widgets
- Customize dashboard
- Intelligent Events / Shortcuts
- Interface Feature
- Date selection and comparision
- Exporting reports
- Auto email setup
- Customizing dashboards
- Emailing reports

CONVERSION
TrackingGoals
Calculating the ROI
Custom reporting

SEO ANALYTICS
- Social - Content Analysis
- Overview
- Site content /Speed/Search
- In-page Analytics

Module 5
Mobile Marketing

New channels and platforms emerge daily, and mobile is taking a strong lead. You learn to market on Android as well as IOS platform for your product or services.
MOBILE APP MARKETING industry is booming. Marketing on Mobile apps is a very important marketing tool that you are taught.There are a number of factors that you must consider in the early stages of your app marketing, including branding, keywords, and competition

What is a Mobile App?
Distribute your Mobile App
How to get Floods of Traffic & Targeted customers
How to generate hundreds of new leads
How to make a killing by selling Mobile Apps

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Module 6

Affiliate Mktg & Google AdSense

What is AFFILIATE MARKETING ?
Affiliate Marketing is the term used to describe a form of online advertising which consists of rewarding an affiliate for referring a visitor or rewarding a customer for performing a desired action, such as making a purchase or subscribing to a newsletter. In a way, Affiliate Marketing can be regarded as free publicity for your page—a network of related websites directing customers to purchase from yours.

AFFILIATE MARKETING
Affiliate marketing has just started in India contrarily to what it is in United States. Generate leads or bring in potential customers for business online and get paid. Earning opportunity in affiliate marketing is unlimited. Top affiliate marketers earn million of dollars every year. At DMTI you will learn how to do affiliate marketing only from the experts in this field.

Module 7

EMAIL Marketing

Course will cover how to use tools, templates, implementation and tracking in order to achieve the best possible Email Marketing results.

EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using emai & Creative Newsletters with Various Themesl. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

Best Email Marketing practices
Learn to attract the defined target audiences and establish their information needs. Learn How to use bulk emails..etc.

Email Marketing Campaigns
Design, build and create an email template for communication with your audience as well manage your email marketing campaign to get leads.

Email Template Design
Learn to use designs and solutions to improve email success. Training will help you bring your message to life and increase your target audience engagement with your brand.

Tracking & Reporting
Receive granular reporting on the key aspects of your campaign such as who clicked through your email to your site, where they clicked and who converted.

Module 8

ORM: Online Reputation Mgmt.

What is ORM-ONLINE REPUTATION MARKETING ?
Reputation Management can increase visibility, build up brand equity, and help generate advocacy all while building your online reputation. nline Reputation Management can be used either for increasing positive brand and keyword content driven search results or dissipating negative content that appears within search engines through brand searches, keyword searches, or both.

ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or business's. The advancement of internet and social media use, along with reputation management companies, have made it primarily an issue of search results. You learn how to remove and over lap the negative complaints or using SEO tactics to influence results and much more.

Module 9

Google Webmaster Tools

Learn to use Google Webmasters (Console) to check indexing status and optimize visibility of your websites. Listing your website on the search engine & help get leads & traffic to your website.
You will learn how to use Google's Webmaster Tools to index your website, check the robots, sitemap..etc. You will learn how to setup your webmaster tools account, you will learn to add a sitemap, check for crawl errors..etc.

- Create Sitemaps of your website.
- Submit and **check a sitemap,** List internal and external pages that link to the site.
- Check and set the crawl rate, and view statistics
- Manage when Googlebot accesses a particular site.
- See what keyword searches on Google led to the site being listed in the SERPs
- Analyse the click through rates of such listings.
- Write and check a robots.txt file , Test and Submit robots.txt
- Help discover pages that are blocked in robots.txt accidentally.
- Set a preferred domain which determines how the site URL is displayed in SERPs.
- Demote Sitelinks for certain search results.
- Receive notifications from Google for manual penalties

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Module 10
Media Buying and Selling.

Media Buying Selling Marketing
Media Planning & Optimization. Programmatic media buying & service providers. Media buying campaigns & steps.
What is Media Buying ?
Media Buying is the business of purchasing advertising space and time on WEB, TV, radio or other digital media to run ads and reach customers. It helps businesses to get targeted traffic on their website.
- What is Media Buying/Banner Advertising all about?
- Why should you definitely use Media Buying for your business?
- Top 10 Media Buying Websites which you must check out.
- Understanding your or your client's business
- Understanding your Target Audience
- Finding Websites to advertise

Concept of Media buying, planning and selling
- Importance of Landing page for Advertisement
- Tracking your Ad Campaigns
- Analyzing your Results
- 10 do's you must follow for successful media buying campaigns.
- Media Buying Case Studies.
- Media Buying for Internet Marketers

Module 11
Webinar Marketing

WEBINAR MARKETING : A webinar is a conference or seminar that is performed through the internet, using a special software.

In a webinar, an exchange of information is produced (any type of information), live, at a specified date and time, and it is ideal for the presentation of products and marketing. The participants connect from any part of the world using a computer, with specific software obtained from a web page with an access password for guests.

Manage & Understand the different Platforms available for running Webinar events for your online marketing.
The benefits that can be obtained by the promotion of products, personal business and offline products for your company using the webinar technology are many.

Why you should definitely use Webinar for your Business Promotions.
Learn the Secrets & Applications to apply for a successful webinar interaction.
10 Steps and Do's required for running a Webinar and getting the desired results.

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Module 12
Ecommerce Business

Anatomy of ecommerce site, Ecommerce platforms, Market Vs Audience, Woocommerce. Ecommerce business profits.

HOW DOES ECOMMERCE WORK?

More and more people are buying online because of convenience and good prices. Online stores can reduce prices because they are able to eliminate costs related to having employees.

- How can an Independent Professional offer their services using the internet?
- What is an Independent Professional?
- How can eCommerce help you as an Independent Professional?
- Where can you start?
- What a successful Independent Professional's eCommerce site looks like?

Online marketers do this by creating platforms to promote existing products on eCommerce sites. Or By creating a blog to place ads targeted toward a specific audience, they can get visitors to click on ads.

Designing & Managing an Ecommerce Website

What is the anatomy of a ecommerce website, the do's and the donts required in each and every online ecom website.

Setting up an eCommerce

- Why use Online eCommerce platforms?
- You'll see how to set up an online store with online platforms in less than 5 minutes Market Vs Audience

You'll need to differentiate between your audience and your market. You can't have one without the other, but you'll have to focus on your audience to get greater market capitalization.

Module 13
Digital Strategies

Digital Marketing Strategy

Start your own Digital Marketing Agency.
Learn to pitch to clients & convert them.
Tips on how to be a successful service provider.

1, How to Start a Digital Marketing Agency
2. How to Pitch to your clients, prove Digital Marketing is superior
3. Where do I get my clients from, places and areas to look for?
4. Target Oriented Marekting - Impress with Analytics
5. Approach and Strategies to Convert Your prospective clients
6. Business Extensions with Upsell & Selling multiple products

7 KEY INGREDIENTS OF A SUCCESSFUL DIGITAL MARKETING STRATEGY

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BEST VALUE

Module 14 Content Marketing:

Infographics CONTENT MARKETING are a visually compelling communication medium that done well can communicate complex data in Why Include Infographics in your Content Marketing Strategy? Cause most of the Infographics tend to get viral and help in search engine ranking . An infographic that is linked and compelling by its nature will drive traffic to your website band blog as people "share" and "click".

A visual format that is potentially viral. They take deep data and present it in a visual shorthand. "Infographics" is one efficient way of combining the best of text, images and design to represent complex data that tells a story that begs to be shared. Content Marketing, Represent Complex Data, Marketing Trend is Best Marketing Trend for 2016-17

Module 15 # Viral Marketing [Vt]

1. Introduction to HASHTAGS
2. How to Use Hashtags for Your Business
3. How to Create Hashtags - The Basics
4. Research Trending Hashtags
5. Find Hashtags Related to the Main Keyword
6. Hashtags on Twitter for lead generation
7. Speed It Up - Tools to Detect Hashtag strength
8. Hashtags on Facebook to generate traffic
9. Track Your Hashtag Impact

Module 16 List Building techniques

Introduction To Your List Building Tools
How To Design Your Squeeze Page For Maximum Conversions
Split Testing Your Squeeze Pages
Setting Up Your Broadcast Schedule
Launching Your List Building Campaign
List Building Resources
A Swipe File - Conclusion

Module 17 Creating a Blog in Wordpress

USING WORDPRESS FOR CREATING A BLOG
Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible.
Add Categories, Posts and Comments.
Easily build a blog on WordPress
Customizable, Mobile-ready designs and themes
With hosting and support from Wordpress.

Module 18 WhatsApp Marketing [Vt]

1. Whatsapp Marketing for Business
2. Communicate better using texts, images, audio and video
3. Increase audience engagement
4. Reinforce credibility by providing immediate customer support
5. Build long-term-relationships & create loyal brand advocates
6. Evoke prompt customer response by proper CTA utilization

g Google **Partner**

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Module 19 Live Streaming: [L,Vt]

Boost Your Business using Live Streaming. Learn how to use it for your marketing needs. Easy-to-understand step by step approach.
1. Learn to use Live Streaming for Online Branding
2. Configuring Broadcast settings
3. Different types of Broadcast
4. Create a Scope
5. Promote & Interact with your Viewers

Module 20 Lead Generation [L,Vt]

Generating Leads is like the cheese of online marketing. Every businessman wants leads to his business and if you looking for the same, this training series will teach you how to get lots of leads from all directions.
1. Learn to use Live Streaming for Online Branding
2. Configuring Broadcast settings
3. Different types of Broadcast
4. Create a Scope 5. Promote & Interact with your Viewers

Module 21 Top 5 Digital Marketing Tools

Learn the Tools you need to get your online business up & running
#1 TOOL   Learn SOCIAL MEDIA MANAGEMENT SYSTEM for brand management
#2 TOOL   LEARN an Image Manipulation Program
#3 TOOL   Create Professional looking Newsletters & MAIL Responders
#4 TOOL   Make beautiful Videos using your photos & videos using Special Effects
#5 TOOL   Learn a LEAD Generation Tool - to get more Conversions

Module 22 Copywriting SEO

Copywriting Techniques for Website
Placement of Keywords Text & Size
Colour importance, CTA Placements
Keyword stuffing, Keyword Headlines

Module 23 Freelancing

Freelancing Basics , Freelancing Websites
Best Practices for Freelancing
Applying for Online Jobs, Forums
Accepting Payments online

Module 24 Video Distribution & Marketing

Video Marketing: Introduction
The Benefits of Video Marketing
How to Use Video In Your Marketing Strategy
4 Steps To Creating Online Videos
What To Tackle First?
How to Use Video to Drive Inbound Marketing Efforts

Module 25 Landing Page Techq.

Elements of Landing Pages
Creating Stunning Landing Pages WordPress Themes & Plugins
Landing Page Optmz. Incentives

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