

Advanced DIGITAL MARKETING Course Syllabus

Sneak preview for the main modules we cover in our Advanced Digital Marketing Course. (Kindly download our brochure for complete course content)

- **1. SEO Search Engine Optimization** We cover how to rank any webpage on top of search engines like Google, Bing etc. We get into depth of On-Page & Off Page SEO, Various Backlink Strategies, Keyword exploring and finalization etc. This is one of the major topic in our training where we show result slowly but steadily
- **2. SMM Social Media Marketing** We cover in-depth of few famous social media sites like Facebook Ads, You Tube Ads, Twitter Ads, LinkedIn Ads, Pinterest, Slide Share, Instagram etc. One of the most demanding skills in Digital Marketing so we will cover all the above platforms in depth
- **3. Google Ad words PPC** One of the major topics where we training students on exploring paid ad options on Google. Create Live Ad Campaigns on Google for our clients & increase conversion on Google and Google partner sites using Search Networks & Display Banner Ads, Video and Apps
- **4. Remarketing & Conversion** Latest trending topic on online ads using Remarketing & Conversions with Google Ad words by showing ads to website's past visitors and following them on Google partner network sites. Lately used as a lethal strategy to aggressively follow the warm lead and close it by repetition in the minds of the customer
- **5. Google Analytics GA 4** One of the major topics in Digital Marketing. How to analyses, measure and improve the performance of our online Campaigns. Create and share Reports. Help us in-depth ROI for any digital marketing campaign. We will be covering the latest version of GA 4
- **6. Google AdSense Monetization** Affiliate Marketers favorite topic is Google AdSense which helps them in Monetization of Google AdSense. Basically covers strategies of how to earn money by placing ads on your blog/website. Best option if you want to learn earn from home options by promoting others products on your website
- **7. Mobile Marketing Whatsapp and SMS** Ecommerce & massive mobile usage has led to huge demand in Marketing your products & services on Mobile apps on Android and IOS devices. You learn to create Campaigns for Mobile Advertising. We cover a part of SMS Marketing as well in this topic
- **8. Advanced E-mail Marketing** Email marketing is the oldest and still one of the prominent cost effective marketing strategy. Send unlimited emails, and generate leads with email marketing. We will cover few important email sending platforms which you can use to send mailers for your clients
- **9. Content Marketing Strategies** As the saying goes Content is king. We help you understand client perspective of the promotion and develop text, info graphics, videos, blogs and social media content. It is an indirect way of making the customer interested in your product
- **10. Online Reputation Management ORM** As the business grows, maintaining a brand reputation is very important considering so much negative reviews are given by customers online. Online Reputation Management i.e. ORM helps the brand to maintain the reputation of its business using few successful strategies
- **11. Digital Marketing Strategy End-to-End** Right from how to pitch the client, do keyword research and help the client understand the complete marketing process is taught to our students to make them work directly with agencies or start as a freelancer and start getting project working from home
- **12. Blog Creation** Web 2.0 helped lot of business to start making a one page websites to showcase their products and skills without having their own website. We will teach you how create A Blog and generate Leads from it. Blogs are also used in internal networks to create genuine back links
- **13. Programmatic Media Buying & Selling** Latest topic. If you want to work for an agency or pitch the client with exact projection and platforms used for their marketing budget spending, best option is learning Media Buying & Optimization or it is called as Programmatic Media Buying
- **14. Digital Marketing Tools** We will cover a wide variety of paid and unpaid tools used by major Digital marketing professional and agencies foe executing various level of digital marketing activity like Keyword Analysis, SEO Optimization, Tracking ad spend, Forecast and Competitor Analysis
- **15. Video and Image Pro Tools** We will teach you to create stunning and eye catching Graphics for clients which includes Image creation, beautiful videos and create professional Quality Videos for any type of websites. These tools will have pre-built graphics, images and videos which we can reuse and edit as per our need