WELCEME

Techno Expert Solutions

Thank you, for taking out the time and going through the presentation about Digital Marketing Course. We are a zealous bunch who go after things that excite us on the Digital space but always look for newer challenges that push up to get better, explore and more importantly break the norm.

ADVANCE DIGITAL MARKETING COURSE RENDERED

What we bring to students

| Search Engine Optimization (SEO) | Search Engine Marketing (SEM) | Social Media Optimization (SMO) | Social Media Marketing (SMM) | Email Marketing | Inbound Marketin | Web Analytics |

Training Curriculum

1. Search Engine Optimization (SEO)
Duration: (6 Hours)

History of Search & Introduction to SEO
- Evolution & Growth of Search Engines
- How Google Works
- Basics of SEO
- Periodic Table of SEO Success Factors

On-Page Best Practices
- Basics of HTML
- URL, Meta Tags, Title, H1, Images
- Crawling: XML & HTML Sitemaps, Robots.txt
- Anchor Text, Internal Linking
- Tools: Google Search Console, Bing Webmaster, Google Analytics Setup

Keyword Research & Competitive Analysis
- Keyword Planner tool (Search Volumes, Competition, Business Priority)
- Mapping Keywords to Website Pages
- Competition Analysis

SEO-Friendly Design & Architecture
- Thinking before designing a website (goals, strategies & measurement models)
- Mobile Responsive / Adaptive Design
- Importance of HTTPs
- Site Schema (Rich Snippets) & Architecture

Technical Website Optimization
- URL Architecture
- Page Speed Analysis (Google Page Speed)
- Broken Links
- Canonicalization
- 301 Redirects
- Custom 404 Error Pages

The Future of SEO
- Voice Search
- Augmented & Virtual Reality
- Wearable Devices & Latest Tech
- Semantic Web

Training Curriculum

1. Search Engine Optimization (SEO)
Duration: (6 Hours)

Link-Building
- Content Marketing Basics & Its Importance
- Directory Submissions
- Local Listings
- Niche Back linking via Influencers & Articles
- Social Bookmarking
- Press Release Optimization

Social,Local,Mobile (SoLoMo)
- SEO Strategies
- Social Media Backlinking (Quora, Twitter, LinkedIn, Facebook, Google+, Pinterest)
- Online Reputation Management & Influencer Outreach
- Local SEO (Schema for Addresses, Local Keywords, Local Websites)
- Mobile SEO Best Practices

SEO Site Audit
- On-Page & Off-Page Audit Strategy
- Tools: Screaming Frog, Moz (Fresh Web Explorer, Open Site Explorer etc.), SEOprofiler, Domain Tools
- Audit Report

Algorithm Updates
- Search Algorithm Overview
- Panda
- Penguin
- Hummingbird
- Keeping Track of Algorithm Updates

SEO Tracking
- Tracking Ranks (Google Tools)
- Google Analytics Custom Reports Creating your Custom Dashboard

SEO Career Paths
- Pre-SEO learning and SEO basics
- Understand Link Building and Tools for Hands-on Practice
- Specializations in SEO

Training Curriculum

2. SEARCH ENGINE MARKETING (SeM)
Duration: (3 Hours)

AdWords - Google's Online Advertising Program

- Understanding Ad Auction, Ad Position, Ad Rank & Ad Formats
- AdWords Terminologies
- Account UI and Navigation

Search Campaign Creation

- Bid Strategies
- Cost-Per-Click (CPC) Bidding
- Cost-Per-Impression (CPM)
- Bidding
- Cost-Per-Acquisition (CPA)
- Enhanced Cost-Per-Click (ECPC)
- Keyword Targeting & Strategy
- Keyword Match Types - Broad Phrase, Broad Match Modifier, Exact, Negative
- Keyword Performance

Display Advertising

- Mapping Marketing Objectives to Display Targeting Methods
- Display Ad Formats & Tools
- Additional Advanced Targeting Options on Display
- Remarketing & Four Types of Remarketing Four Major Ways to Remarket (Custom, Dynamic, Customer Match, RLSA) Reports & Optimizing Display Campaigns Mapping Display Targeting Methods
- to Marketing Objectives Advanced Targeting Methods

Video Advertising

- AdWords for Video
- Video Ad Formats: YouTube, In-stream, Video
- Discovery Ads, Bumper Ads
- Creation of Video Ads
- Overlay Ads
- Creation of Call-to-Actions
- Optimising of Video Ads
- YouTube Analytics

Shopping Advertising

- Where do they Appear on Google? What Shoppers on the Internet do?
- What Retailers Need? – New Advertising Technologies
- Google Shopping Set Retailers up for Success
- Features of Google Shopping Why PLA's? And the Path to Create PLA Ads
- Merchant Centre Steps
- Create Shopping Campaign on Google AdWords, Track Performance and Optimize the Campaigns

Conversion Tracking

- About Conversion Tracking
- Measuring Campaign Performance
- Reporting and Optimising Campaigns

Training Curriculum

3. Social Media (SMO & SMM)
Duration: (5 Hours)

Why care about Social Media?

- Orientation to Social Media-Relevant Stats (Global and Indian) with Success Stories

Creating a Facebook Marketing Strategy

- Algorithms
  - Content Marketing
- Leveraging Facebook Insights for Success Facebook Brand Pages Content Best Practices
  - Facebook Targeting Options
- -Interest-Based Targeting
  - -Custom-Based Targeting
- -Retargeting or Facebook Exchange
  - Understanding Facebook Ad Structure
- Payment Models
  - Ad Algorithms
- Best Practices for Ad Content
  - Self Serve Ad Tools

Twitter Marketing and Advertising

- Introduction to Twitter Marketing
- Understanding Twitter Lingo
- Do's and Don'ts of Twitter Marketing
  - Case Studies
- Customer Care on Twitter
  - Influencer Marketing
- Power of Twitter
- Twitter Ads – Content & Targeting
- Tools & Measurement

LinkedIn Marketing

- Introduction to LinkedIn Marketing
- How to Market
- Personal Branding
- Brand Marketing
- LinkedIn Ads
- LinkedIn Campaigns
- Case Studies

Social Media Customer Care and Social Media Tools

- ORM and Social Media Customer Care How to Build Best Social CRM Tools- Buffer, Klout, TweetDeck
- Campaign Analysis Tools- Hashtag.org, Tweet Archivist
  - Social Media Management tools 10-Step Social Media Strategy

Instagram, Pinterest Marketing

- Understanding Instagram, Pinterest and Snapchat

  - Build Brand Following with Content Strategy How to Driving Engagement

  - Optimizing Profile and Best Practices Influencer Marketing on Instagram Analytics & Measurement Instagram Marketing Tool and Ads

Training Curriculum

4. Email Marketing
Duration: (2 Hours)

Deliverability
- Setting-up an Email Marketing Machine ISPs, Hosting Facility and MTA IP/DNS and Shared vs. Dedicated Ips
- MX Record, Whitelisting, Response Handlers and Bounces

Effective Email Content
- Conversation
- Relevance
- Incentives
- Timing
- Creative & Copy
- Attributes

Customer Acquisition Strategies
- Rented List Emails
- Co-branded Emails
- Third Party Email Newsletters
- Viral Emails
- Event Triggered Emails
- House E-newsletters

Effective Creative Introducing
- CRABS- Does your Emails have Crabs?
- Email Template Model
- Best Practices
- NLP Demonstrations (Neuro Linguistic Programming) to Understand Customers Better

Nurturing & Automation
- Tools to Enhance Lead Nurturing
- Enhance Better Reach
- Analyze Behavior Patterns
- Analytics
- Automation and More

Resources to do situational analysis and progressive updates
- Customer Personal Toolkit
- Complete Email Marketing Worksheet
- Content Editorial Calendar
- Email Contact Strategy Template
- Email Marketing Health Check
- Web Resources to Improve Subject lines, HTML Codes, Spam Testers and Deliverability Issues

Training Curriculum

5. Inbound Marketing
Duration: (2 Hours)

Attracting your potential customers into conversion funnel

- Various Ways to Build Reach Through Digital Marketing
- What are Engagement Magnets?
- How to Identify Right Set of Engagement Magnets for your Business?
- Effectiveness of Various Engagement Magnets
- Digital Reach Building Strategy Through Inbound
- Interest Generation

Converting your prospects into leads using emails

- What is Audience Aggregation?
- Benefits of Audience Aggregation
- How to do Audience Aggregation Through Emails

Landing Page

- Conversion Oriented Landing Page Design
- Investment in Landing Page
- Is it for me?
- What is it?
- Critical Concerns to Address on Landing Page-
- What's the Next Step

Conversion Optimization

- Role of Conversion
- Understanding Customer Psyche
- Conversion Optimization
- User Flow and Persuasion
- Online Persuasion
- True Meaning of Landing Page User Flow and Online
- Persuasion

Conversion Optimization Patterns for Engaging

website Visitors

- Patterns for Engaging Website Visitors
- Pattern #1 - Pop-Ups
- Pattern #2 - Pop Under Call-to-Action
- Pattern #3 - Inside Article CTA

Lifecycle Emails

- What are Lifecycle Emails?
- Where do Lifecycle Emails fit in?
- Tools used for Lifecycle Emails
- Lifecycle Emails – Case Studies
- Lead Nurturing with Drip Email Marketing:
- Implementation

Training Curriculum

6. Web Analytics
Duration: (2 Hours)

Introduction

- What's Analysis?

- Is Analysis Worth the Effort?

- -Small Businesses

- -Medium and Large Scale Businesses

- Analysis vs Intuition

- Introduction to Web Analytics

Google Analytics

- Getting Started With Google Analytics
- How Google Analytics Works?
- Accounts, Profiles and Users Navigation
- Google Analytics
- Basic Metrics
- **The Main Sections of Google Analytics Reports**
- -Traffic Sources
- -Direct, Referring, and Search Traffic
- -Campaigns
- -AdWords, AdSense

Content Performance Analysis

- Pages and Landing Pages
- Event Tracking and AdSense
- Site Search

Visitors Analysis

- Unique Visitors
- Geographic and Language Information
- Technical Reports
- Benchmarking

Social media analytics**website Visitors**

- Facebook Insights
- Twitter Analytics
- YouTube Analytics
- Social Ad Analytics /ROI Measurement

Digital Analytics

- WebMasters
- AdWords Reports, Custom Reports
- Dashboard and Segmentation
- Multi-Channel Funnels Reports Attribution
- Modelling and Reports

CERTIFICATIONS
from
Google

AdWords Certification

MARGOT DA CUNHA

is hereby awarded this certificate of achievement for the successful
completion of the Google AdWords certification exams.

November 11, 2015

AdWords Fundamentals

AdWords Search Certification

LALIT GANGWAR

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

7 July 2017

Search Advertising

Training fee Structure

SEO	**SMO & SMM**
↓	↓
3000/-	**3000/-**

E-MAIL MARKETING
+
INBOUND MARKETING
+
INBOUND MARKETING

= **6000/-**

Course Price   : 12000/- INR
Discount(-20%)   : -2400/- INR
Total Price   : 9600 /- INR
Amount Payable   : 9600 /- INR + 18% GST

Installments
Course Duration   : 3 Months
3 Months   : 3200/- Per Month

THANK YOU

This is just a glimpse of what we do and who we are...
Lets meet and amplify this partnership.