

Crash Course Digital Marketing Training

Digital Marketing Overview:

- Digital Marketing and importance
- Difference between Digital Marketing and Traditional Marketing
- Digital Marketing need and modules basic overview
 - Importance of each of module in Digital marketing
 - Goals of digital marketing
 - Audience Identification

Google Adwords or Search Engine Marketing:

- How Google Search Engine works
- Difference between Google Adwords and Adsense
- What is meant by Spiders and Crawls
- Google Adwords types
- Live Campaign of search, display, shopping, video ads
- PPC and bidding live session
- Keyword planner
- How to analyze keywords short tail and long tail
- Creation of campaigns, ad groups and bid.
- Search term report tool
- Difference between manual bidding and automatic bidding
- Types of keyword phases
- Keyword analysis through sem rush tools

Search Engine Optimization :

Seo and its importance :

- Types of seo

- Competitor analysis
- seo friendly content creation live session
- seo audit report generation
- Keyword analysis
- On page developing a live session for two days
- Seo title, meta description, inbound and outbound links and Alt+images
- Creation of site maps
- Installation of google search console tools
- Google analytics tools
- Off-page seo
- How to build quality backlinks
- Guest posting
- Blog commenting
- Social bookmarking, directory submission

Social Media Marketing :

Difference between SMO and SMM

- Social Media Marketing trends
- Reach, Engagement and metrics of smm.
- Important social media modules
- Facebook business page creation
- Building brand engagement through organic marketing
- Facebook campaigns
- Tracking Facebook page through page pixel
- Youtube Marketing
- Building seo for youtube channel
- Tips and live channel development
- Instagram and business account creation
- Engagement development
- Content creation
- Twitter, tweets and Engagement
- Linkedin and building networks
- Pinterest and generating pins
- Social Media strategy
- Audiences of social media marketing
- Inbound marketing
- How to find influencers on social media?
- How to generate content from them?
- Social media competitor analysis

Email Marketing : (4 days)

- Email marketing and its importance
- Tools of email marketing
- Campaign creation
- How to generate email data
- How to import data to campaign
- How to analyze the conversion rate
- Cost of email marketing servers

Google Analysis : (2 days).

- How to track the traffic
- Which tools are essential to track
- How to install the analytics tools
- How to measure Roi through analytics