sponserd by : Skill India Education

BH | Brand High
DIGITAL MARKETING

ADMT
Advance Digital Maketing Training

Offered in exclusive association with

CEITRC
के.शी.ता.मा.सं.स
भारत सरकार पंजीकृत.

A Govt. of India and Govt. of NCT Delhi Co. Initiative

Test Your Skills, Own Your Future

BH | Brand High is training partner for **G**oogle **Partners Academy**
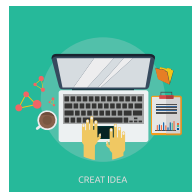DIGITAL INDIA MARKETING

ADVANCE DIGITAL MARKETING TRAINING

24 & more Training Modules

Overview of Digital Marketing

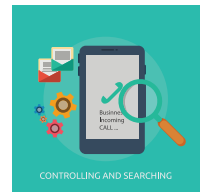**Website Planing & Creation**
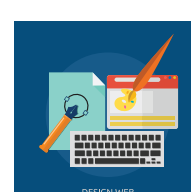
Search Engine Optimization

Social Media Marketing

Mobile Marketing

Google Analytics
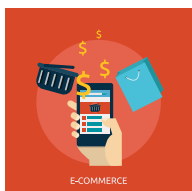
Email Marketing

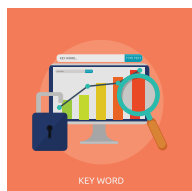**Lead Generation For Business**

Content Marketing

Creating Internet Marketing Strategy

E- commerce marketing

Adsense
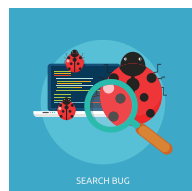
Remarketing

Online Reputation Management
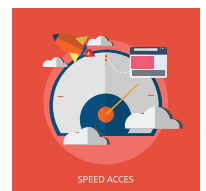
Affiliate Marrketing

Online Display advertising

Freelancing Projects

Blog Marketing

Mobile application Marketing
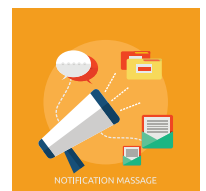
Info Graphics

Google Webmaster

Landing Page optimization

Basic Video Making

Free Business Intelligence Tools
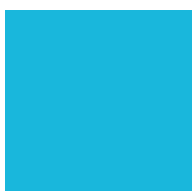
SEO Checker

Lead Generation

Website Auditing

Content Optimization

Info Graphic

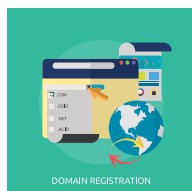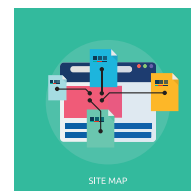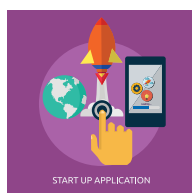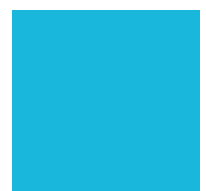# 01 Overview of Digital Marketing

We have been heard Marketing is very vital for any small or large business since long ago. And now we hearing of Digital Marketing. So what is this exactly. So Digital Marketing is a platform where you can create brand of yourself via marketing but Digitally. So lets Uncover all aspects of Digital Marketing.

Marketing in Details
Need of Marketing
Introduction to Digital Marketing
Complete Marketing Procedure
Aspect of Digital Marketing Vs Traditional Marketing
Procedure of Digital Marketing
What is Engagement
User Engagement
Importance of Engagement
Engagement Points
Define Target Traffic
Conversion Introduction
Types of Conversion
Conversion Procedure
Conversion of Traffic into Lead
Importance of Website Structure
Landing Page Nature
Performance Interpretation
Importance of Interpretation
Required tools
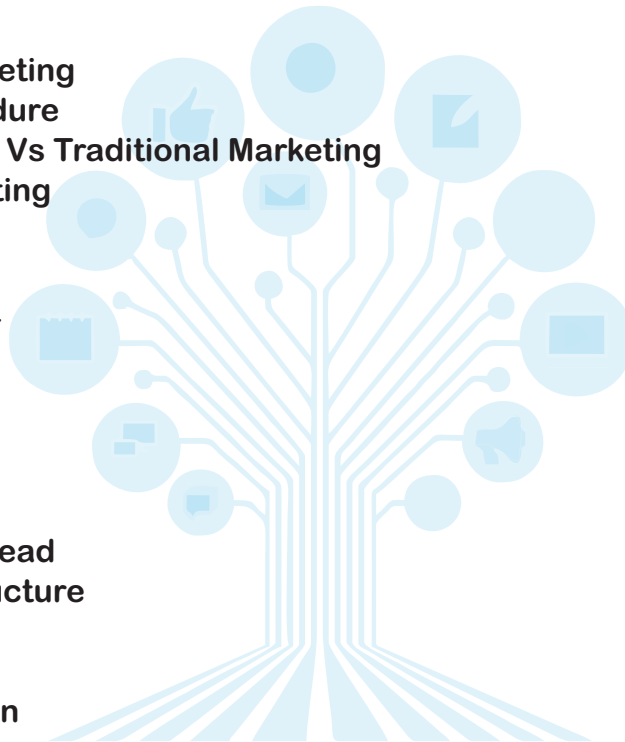
02 Website Structure & Preparation

Website is what people see before they meet you or talk to you. So it has to be more talkative for business your running. It must give all the information a buyer / user need to be know.

Internet Knowledge Basics
Distinguish Between web & Internet
Website Study
Domain Concept
Domain Name & It's Extensions
Domain Name and Web Hosting Difference
Web Hosting Vs Web Server
Types of Web Servers
Kind of Website
Supported Plug-inns
Blueprint of each Web page
Design That Meant to be Functional

03. Search Engine Optimization

Search Engine Optimization let you optimize your organic result .The way you ranked in organic result to generate more revenue to your business. Without paying money more than you need.

Introduction to SEO

Introduction to Digital Traffic

Introduction to Google Analytics

Report Method

Competitor Analysis

Keyword Targeting

Content Research & Drafting

SEO Strategies

Type of SEO

Page On SEO

Keyword Priorities

Keyword Planning

Keyword Oriented Content

User Oriented Content

Keyword Stuffing Vs Placing Keyword

Inter-links Detail

Meta Tags Intro

Use of Google Webmaster Tool

Site Map Introduction

Optimized Content Writing

article, Blog Planning

Off Page SEO

SEO Techniques

SEO Reports

Domain Authority

Link Building

Kind of Link Building

Backlink Introduction

Intro to Domain Authority

SEO Process Monitoring

Generate SEO Reports

Google Panda, Penguin & EMD Update Strategy

Recovery From Panda, Penguine, & EMD

SMM

Everyone is getting social and set trends. So why would we are on back foot. Come up front and start your business marketing socially. The more you update the more you visible.

What is SMM
Medium of SMM
Content of SMM
Branding on Social
Coverup Targeted Audience
Social Media Marketing Reports
Paid Social Media Marketing
Social Media Influence

Facebook allows you to do business to client marketing. So it is more useful for merchant who need to sold good very quick.

Introduction to Facebook Marketing
Facebook Page
Types of Facebook Page
Contacts Invitation
Fan Page Posting
Marketing Strategy on fan Page
App list to Fan Page Marketing
Facebok Advert
Facebook Advertising Type
Feature of Facebook Marketing
Facebook Paid Marketing
Paid Ad Campaign
Pay role of CPC , CPM, CPA
Setup Conversion Track
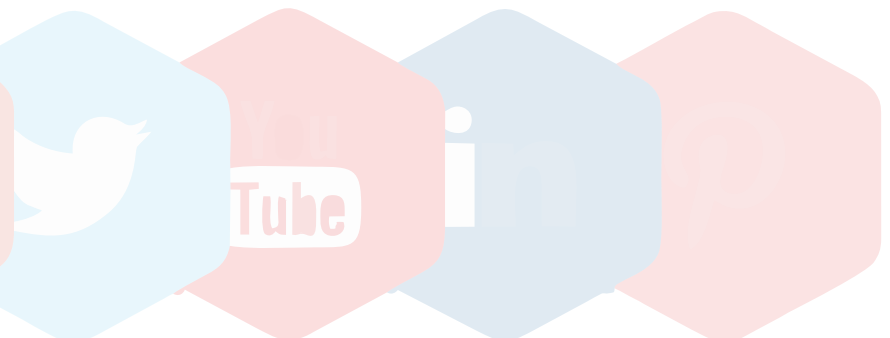
Linked in Marketing

Linkedin allows you business to business marketing and generate more client for India as well in overseas.

Introduction to Linkedin Marketing
Use of Linkedin in Marketing
Company & Individual Profile Differnce
Use of Linkedin Groups
Marketing strategies on L:inkedin
Advertisement on Linkedin
Grow ROI via Linkedin Ads
Publish Articles on Linkedin
Company Profiles
Image Vs Text Impact

twitter Marketing

Twitter is very fast medium to grow your business. Tweet get trending as if you take some of precautions and your brand is ready to generate revenue via twitter as well.

Introduction to Twitter
Tool to Know & Measure Influnce
Twitter : Tweet Deck, Klout, PeerIndex
Marketing Via Twitter
White Hat Techniques of Twitter Marketing
Advertisement on Twitter
Campaign Generation on twitter
Twitter Ad Kinds
Tools to Twitter Marketing
Twitter Cards

"Be Seen on Socials, Get Business"

Google AdWords

As we know how search engine result is important to our business. We need to spend some money for search engine marketing to get business via paid advertise. Digital Marketing has various name of it like, CPC, CTR & CPA.Will discuss this and such many point in this.

CTR & CPA. Will discuss this and such many point in this.

Introduction to Search Engine Markeitng

Introduction to Google Ad Words & PPC Advertising

Different Search Engine Marketing (Bing, Yahoo)

Introduction to Google Ad words

Google Ad Word Fundamentals

Create Ad Word Account

Ad Word Account Structure

Distinguish Adgroups, Keywords, Ads, etc

Types of Campaigns

Distinguish Between Search & Display Campaign

ad Word Algorithm

Ad Word Ad Rank Strategy

Quality Score & It's Impact

CTR (Click Through Rate) Introduction

Impact of CTR

Ad Bid Concept

Search Campaign

Starting Pay Per Click

Paid Ad Key points

Generate Keyword

Set up Campaign

PPC Strategy

Optimize Campaign

Paid Search Results

Location Targeting

Bidding Strategy

Types of Bid - Manual & Auto

Advance Bid Strategy

Detail of CPC & CPA

Flexible Bidding

Ad Extensions
Include Ad Extension in Campaign
Create Ad group
Tools for Relevant Ad groups
Find Relevant Keyword
Add Keyword in Ad group
Introduction to Keyword Planner Tool
Broad, Phrase, Exact, Synonyms & Negative
Creating Ads
Understanding Ad Metrics
Best & Worst ad Specimen
Track Performance & Conversion
How to track Conversion
Importance of Conversion
Set up Conversion Tracking
Add track code in website
Optimize Search Campaigns
Optimize via Ad group
Ad Keyword in Ad group
Use of keyword Planner Tool
Keyword Type : Broad, Phrase, Exact, Synonyms & Negative
Creating Ads
Details of Ad Metrics
Ad URL Generating
Making of Compelling Ad
Best & Worst Ad Samples
Conversion Performance
Conversion Tracking Techniques
Optimize Conversion Via Ad Group
CTR Optimization
Increase Quality Score
Sorting Negative Keyword
Focus on Performing Keyword
Decrease CPC
Generate Display Campaign
Distinguish Search & Display Campaign
CPM bid Strategy
Ad Scheduling via tools
Create Text Ad
Banner Ad Via Tools
Optimize Display Campaign
Rescheduling Ads
Re marketing List
Custom Audience

"Generating & Optimizing Ads leads to Business Revenue"

06. Mobile Marketing

Today everyone has cell phones and in future no of mobile user will increase. So there is huge source to do business smartly. After all its age of smart phones. Dont be afraid to marketing via Mobile.

Mobile Marketing Concept
Impact of Mobile Marketing and Social Media
Mobile Marketing Basics
Kind of Mobile Marketing
Mobile Marketing Analytics
Google Play Store
Advertise on Mobile & Web
Paid Advert
Set up Campaign
Mobile SEO
Target Ad via app
Target Ad Via Location
Target Ad via Search Engine
Mobile Marketing Content

"Mobile Small Thing Big Achievement"

07. google Analytics

Analytics is more iportant to any business weather it is small or large. Though thanks to Google Analytics it helps to improve every step you took or going to be take. It improves quality of work with less time.

Web Analytics

Use of Analytics in Internet Marketing

Analytics profile & Interface

Different Type of goal

Create goal

What is Bounce And Bounce Rate

Distinguish between Exit Rate & Bounce Rate

Google Analytics

Techniques to reduce bounce rate
Use of Funnels
Set Funnels in Goal
Interconnect Ad words & Analytics Account
Performance Analyze via Google Analytics
Introduction to Link Tagging
Set up Link Tag
Use of Filters & Segments
Report Customization
Monitor Traffic Source
Detail of Required Actions

"Get Measured get Qualify"

8. Online Display Marketing

Displaying is key to any feature as we have any kind of business we used to showcase our best products to our showcase to tempt consumer. Online Display Marketing allows you create your online showcase. What is Display Marketing

Image, Video, Flash, Banner ads creation
Remarks
Set up Campaign
Campaign report
Ad Report
Ad Fluctuations
Ad Scheduling

"Best Visual, Less Efforts ,Large Business"

09. E-Mail Marketing

More you update your consumer about your upcoming features, services, Discounts on Products, Off on Products. E-Mail marketing give you exact consumer who are interested to buy your product and who is not. So you will not waste your time on useless things for your business.

Email Marketing Use
Email Work Process
Bulk Emailing
Broadcasting E Mail
Email Campaign
Tools to Email Marketing
Email Templates Techniques
Promotional Email
Spam Avoidance Tactic
ROI with A/B Split Testing

""E-Mail way to Increase Branding & Services"

10. E-Commerce Marketing

E-Commerce is a platform to sell your product, deliver your product and give your best services to new and existing consumers. It allows you to do business 24*7 without any shop. Yes without any shop.

E-Commerce Marketing Overview
E-Commerce Website Strategy
E-Commerce SEO
E-Commerce ad Campaign
E-Commerce Vs Shopping Cart Software
SSL certificate Process
SSL Certificate Enabled in E-Commerce
Product Listing Strategy

"The more you show your products grow your business"

11. Lead Generating Business

Lead is exact the person who is one step back before being your real consumer. Lead helps to know the number of people visiting your website but didn't buy products hence with this you can use tactics to increase leads and convert them as your costomer.

Means of Lead Generating
Lead Generation Variation
Audience Behavior Dependance
Lead Generation Source
Campaign to Generate Lead
Landing Page aspect
Thank You Page Strategy
Goal Calculation
A/B Testing
Convert Lead into Customers
Increase Lead
Variation of Lead Funnel
Point to consider lead nurturing
"'Lead Generating Opens thousands of doors to get customers"

12. Content Marketing

Content is a tool to generate visitor on your site. Content is king in Digital Marketing. More better your content more revenue generates for business. Content of many types so let's see key points to it.

What a Content Means?

Blog Content

Website Content for SEO

Content for and via infographics

Objectives of Content

Keyword Usage for Content

SEO Optimized Content

Internet Influences

Newsletter Techniques to opt in

Case study on Content Marketing

13. Internet Marketing Concept

There is slight difference between internet and web. Once you know the slight line in between. You will create brand of yourself to grow business.

Internet Marketing Strategy
Internet Marketing Objectives
Internet Marketing Sources
Self Branding
Optimization & Conversion
Business via Internet Marketing

"Internet your 24*7 business venture"

14. Affiliate Marketing

We have seen every next day someone is going to be affiliate with someone big or small entrepreneur as they have brands bigger than their business. So get ready to have being affiliate or Affiliate with some one to grow bigger.

Concept of Affiliate Marketing
Million Dollar business via Affiliate Marketing
Affiliate Marketing Background
Indian Affiliate Marketing
Start up as an Affiliate Marketing
Ways of Affiliate Marketing
Get approved by top Indian Affiliate Agencies
Affiliate N/W list in the world

"Affiliate Marketing Techniques to become Millionaire"

15. Adsence

Adsence Overview
Work of Adsense
Get approval of Google
Interface of Adsense Account
 Blog Revenue

"Make Money from everything you post & Upload"

16. Online Reputation Management

Online Reputation
Points to Remember ORM
Positive Brand Image
Tools
Specimen of Good Online Reputation Management

"Reputation is Goodwill to maintain weather online or Offline"

17. Free Lancing Projects

Free Lancing Work Concept
Process to Free Lance
Prepare Free Lancing Projects
Profiles on Free Lancing Websites
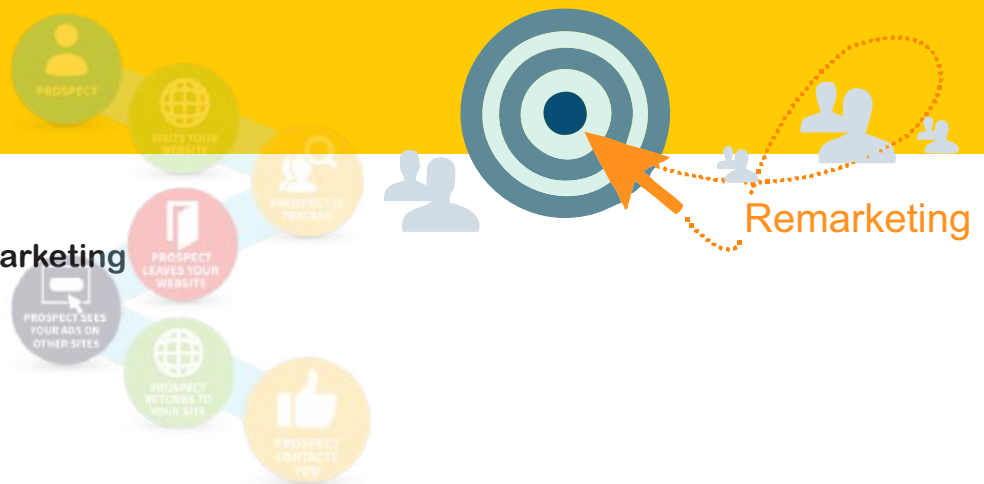Bidding on Free Lancing

"Free Lancing, Opportunities for Fresher"

18. Remarketing

Remarketing Works for
Remarketing Process
Points consideration while Remarketing
Remarketing Strategies
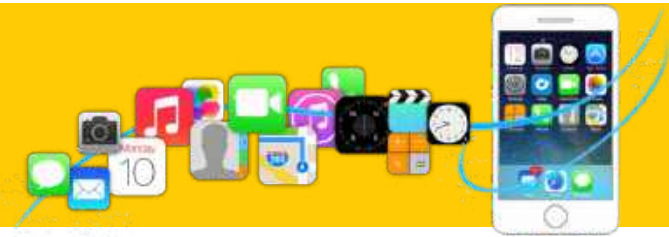Remarketing Area
Remarketing Rules
"Try Until your Success"

19. Blog Marketing

Blog Works
Content For Blog
Become Blogger
Blog Process
Blog Post
Blog Success
SEO Optimized Blog

"Read> Write> Publish >Comment>Repeat>Blogger

20. Mobile Application Marketing

Concept of Mobile Marketing
Google Play Store Account
Mobile Application
Campaign
Promotional Activities
Brand Awareness
Play Store Ranking

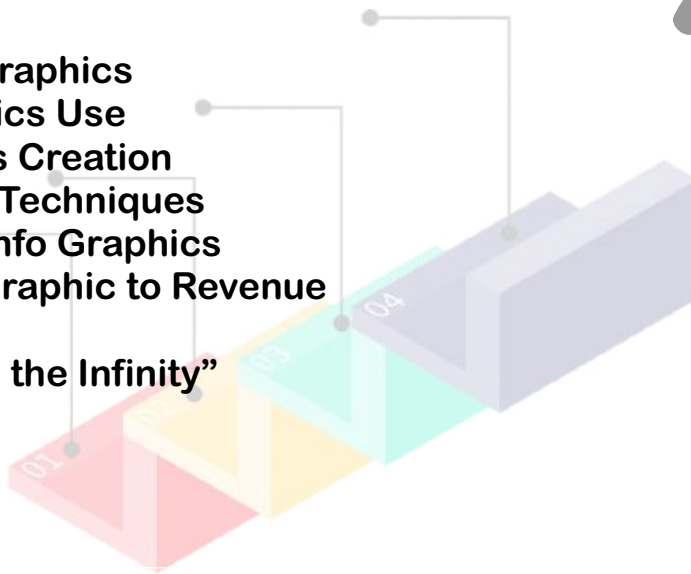**"Mobile Central Device to Offline Marketing As well"**

21. Infographics

What is Infographics
Info & Graphics Use
Info Graphics Creation
Info Graphic Techniques
Content for Info Graphics
Use of Info Graphic to Revenue

"Creativity to the Infinity"

22. Google Search Console

Google Search Console Use
Create Search Console Account
Verify Search Console
Dashboard
Structured Data
Rich Cards
Measurement by Search Console
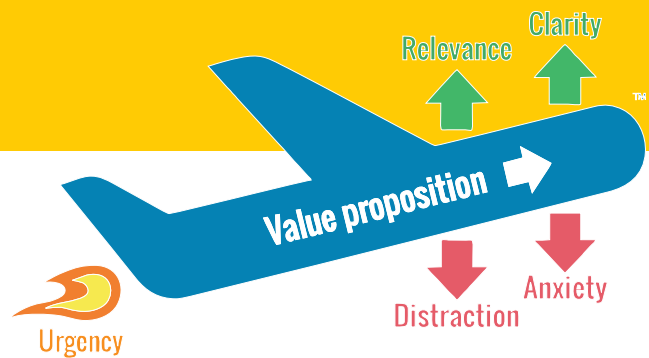Site Variation
Search Traffic
Index Issue

"Get Measured Get Updated"

23. Landing Page Optimization

Landing Page Vs Home Page
SEO Oreiented Landing Page
Use of Landing Page
Landing Page Format
Landing Page Speed
Landing Page Analysis

"Landing Page Optimization to Generate Revenue"

24. Basic Video Marketing

Video Making Introduction
Video Theme
You Tube Video
Video Making Tools

"Promote Online "

Why Skill India Education ?

- Working on Live Projects
- Systematic Study material
- Life Time Study Material Access
- Way to Google Certification
- Start your own Company
- 24 * 7 Support

BHI Brand High
DIGITAL MARKETING

www.brandhigh.co.in   +91 9081114646,+91 9081764646   brandhighmarketing@gmail.com

6,Nakshatra mall, 3rd floor,IOC road, Chandkheda, Ahmedabad, Gujarat 382424

AHMEDABAD | PUNE | DELHI

www.skillindiaeducation.com