Advanced Digital Marketing Course

DOYENS DIGITAL MEDIA

- **SEO (Search Engine Optimization)**
- **SMO (Social Media Marketing)**
- **SMM (Social Media Marketing)**
- **PPC (Google Ads)**
- **YouTube Marketing**
- **Email Marketing**

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About the Course

The course modules are designed keeping in mind their real implementations in the digital world and to enhance the skills to the next level.

The courses are specifically targeted to Job-seekers, housewives, small business owners, corporate, students, skill developers, for startups and those who want to kick-start their business. Our courses containeach and every aspect of digital marketing so thatour students can getperfection in this field.

19 MODULES

OUR COURSE PROGRAMS:

Foundation course in Digital Marketing

Advance Certification In Digital Marketing

Master Diploma in Digital Marketing

Module - 1

What is digital marketing ?
What is the Need of digital marketing ?
Difference between digital marketing and traditional marketing ?
Components of digital marketing
Tools required in digital marketing
Case Study....Uber..Airbnb..Mastercard

Digial Marketing Fundamentals

Module - 2

Domain names and domain extensions what is emd ?
Domain hosting, Cpanel & FTP accounts
What is website ?
Difference between website and blog ?
Technologies involved in website development ?
What is content management system CMS ?
Wordpress setup, Plugins, Themes
Wordpress customization

Website Planning and Structure

Module - 3

What is keywords ?
Types of keywords ?
LSI keywords
Tools for keyword research
Keyword match type [BM,,EM,PM]

Keyword Planning

Module - 4

Evolution & Growth of Search Engines
How Search engine Works (google)
Basics of SEO
SEO Ranking factors (First page ranking hack)
Crawling,robots,spider
Google Indexing, Google SandBox, Google Algorithms
seo sucess pyramid

Search engine optimization

Website Structure
Keyword rich content
H1, Image Alt, Bold, Internal linking
Meta tags (Title, Description, keywords)
SEO Friendly Urls
SEO Tools

Onpage optimization

Website Speed optimization
AMP Pages and mobile optimization
Structured data and rich snippets
SSL (Secured socket layer)
301, 302 Redirections
Error Page handeling 404, 500
Htaccess file
broken links
canonicalization
robots file
Sitemaps XML, HTML, Image, Video

Technical Seo

Directory Submission
Social bookmarking
Classfied Submission
Blog Commenting, Forum posting
Niche backlinking
Article submission
Guest Posting
Press Release Distribustion
Local listing
PBN & RSN
Much More

Off-Page Optimization

On-Page & Off-Page Audit Strategy
SEO Audit Tools
Audit Report
Backlink Audit

SEO Audit

Google Panda
Google Penguin
Hummingbird
Fred
Google Algorithms Updates
MobileGidon

Google Updates

Module - 5

Google Analytics Setup
Google Webmasters setup
Bing Webmasters
Website tracking and monitoring tools
Website tracking data analysis
Google Tag Manager

Website Tracking & Monitoring

Module - 6

Introduction to google adwords
Where ads can be seen on Google ?
Ad Auction, Ad positioning, Ad Ranking
Factors
AdWords Terminologies
Google Adwords account structure

Search engine marketing (PPC)

Bidding Strategies
CPC Bidding
CPM Bidding
Automated and Manual 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 Reports

Search Network

Display Network

Marketing Objectives to Display Advertisment

Display Ad Formats & Tools

Audience Targeting

Remarketing and Advanced Audience Selection

Advanced Targeting Methods

Dynamic Display ads

Shopping Network

What are Shopping Ads ?

Where PLA ads will appear ?

How shopping ads are helpfull for retailers ?

Merchant center Account Linking and setup

What are Product Feeds ?

How to create product Feeds ?

Shopping Campaigns and Adgroup Structuring

Product Segmentation and Grouping

Advance monitoring

Video Network

What is Video Network ?
Types of VIdeo Ads (Instream ads,
Bumper ads, Video discovery ads)
Where Video ads will appear ?
Account and channel linkings
Ad creation and optimization
Audience targeting
Tracking and monitoring

Universal App Campaign

Adwords for Apps
Where the ads can appear
App Campaign optimization and bidding

Conversion Tracking

Conversion tracking for Forms
Videos and other action on website

Module - 7

Social Media Marketing

What is SMM?
Why is it used ?
Orientation to Social Media- Relevant
Stats (Global and Indian) with Success
Stories and Case studies

Creating a Facebook Marketing Strategy

Algorithms
Content Marketing
Leveraging Facebook Insights
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 and Ad policy
Best Practices for Ad Content
Self Serve Ad Tools
Facebook analytics
Facebook page management

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 and use of hashtags
Twitter Ads – Content & Targeting
Tools & Measurement

Twitter Marketing and Advertising

Introduction to LinkedIn Marketing
How to Market
Personal Branding
Brand Marketing
LinkedIn Ads
LinkedIn Campaigns

LinkedIn Marketing

Social Media Customer Care and Social MediaTools

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 and Snapchat 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

Module - 8

How to write Effective email content and subject line?
Deliverability
funneling
Why email automation is required?
Data analysis
Hyper personalization
Open rate tracking
Use of Tools for automation like Mailchimp

Email Marketing

Module - 9

How to write Effective email content and subject line?
Deliverabilityfunneling
Why email automation is required?
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Hyper personalization Open rate tracking
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Content Writing

Module - 10

Google Analytics Custom Dash
Boards Advance Goal Setting
Advance Filters in GA
Advanceevent tracking
Custom Analytics Reporting
data visualizations and
benchmarking Heat Maps
In page analytics

Web Analytics

Module - 11

What is Ad sense?
Account approval and
account setup Adsense
Guidelines and
requirements AdsenseNiche
Research
Content and trafficstrategy

AdSense

Module - 12

Understanding Freelancing
What are Freelancing portals?
Account setup and creation
UnderstandingThe Project You
are Bidding
Drafting the ProposalSample
Work Payments

Freelancing

Module - 13

Competitor research techniques and best
practices.
How to identifythe competitors in your
niche?
Determine the key strengths – for
exampleprice, service, convenience,
inventory, etc.
Competitor SEO StrategiesCompetitor
Social media activities Tools for
Competitor Analysis

Competitor Research

Module - 14

Local Listing Hands on Tools
Reviews, RatingsCitation
Social media presence

Online Reputation Marketing (ORM)

Module - 15

Basic HTML Tags for SEO Head
section and related tags Body
section and related tags HTML
editors
CSS (cascadding style sheet)
HTML Website building

HTML, CSS

Module - 16

BWhat is Lead Generation?
Toolsfor Lead Generation
What are Rented attention and
Owned attention?
Lead generation Challenges?
Sources of Lead generation

Lead Generation (Tools, Strategy, Scripts)

Module - 17

What is Projectmanagement ?
What isCRM ?
Why do we need it? Advanced
collaboration tools Budget
management Milestone tracking
Portfolio management
Projectplanning
Task completion
trackingWorkflow reports

Project Management and CRM

Module - 18

What Is A Website AuditWebsite
Audit Tools
Why Do I Need An Audit? What
A Good Audit Includes?

Web Audit

Module - 19

Client Marketing
ReportingTools Search engine
optimisation reportsPPC Search
engine marketing reportsPPC
Display marketingreports
Social media marketingreports
Email marketingreports

Reporting

LEARN FROM EXPERTS

At Doyensfly we don't have trainers. We have experienced Digital marketing professionals who share their knowledge and experience with you.

ASSIGNMENT

Practice makes a man perfect, Regular assignments will be given by the trainers to evaluate the learning capabilities of the students.

PRACTICAL TRAINING

At Doyensfly we emphasis on practical training on live projects so that students can easily learn the Digital marketing concepts.

CERTIFICATE

Get an industry recognized valuable certificate from Doyensfly after completion of the Digital marketing course.

100% JOB ASSISTANCE

Doyensfly.in is one of the oldest institute for digital marketingin indore offers 100% job assistance and help you to make your career in digital marketing.

18 POINTS
Why You Should Join DoyensFly

- World class digital marketing training on 19 industry essential modules
- Doyensfly featured many time in news and media
- Indore's most experienced (10+ Years) digital marketing faculty
- 100% practical approach
- 100% Job Placement guaranteed
- Comfortable, friendly classrooms and training labs
- Live case studies of digital marketing projects from across the globe
- Free tools
- Free website and Hosting
- Industrial Visits on Gurgaon best companies and start-ups
- Guest speakers from Digital marketing industry
- World class Digital marketing study material, books, ebooks and notes
- 100% student satisfaction guaranteed
- timings (4 Batches in a day)
- Weekend classes available
- Career counselling and post training support available
- Economic fees, easy installment available

Thanks You

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SEO | SMO | SMM| Google Ads | YouTube | Facebook | Website Development | E-commerce | Content | Reputation Management | Graphic Design | Software Development | Android Development | And Many More...