

Digital Marketing
Training Courses



Digital Marketing Training Certification Programme

Be an Online Marketing Expert!

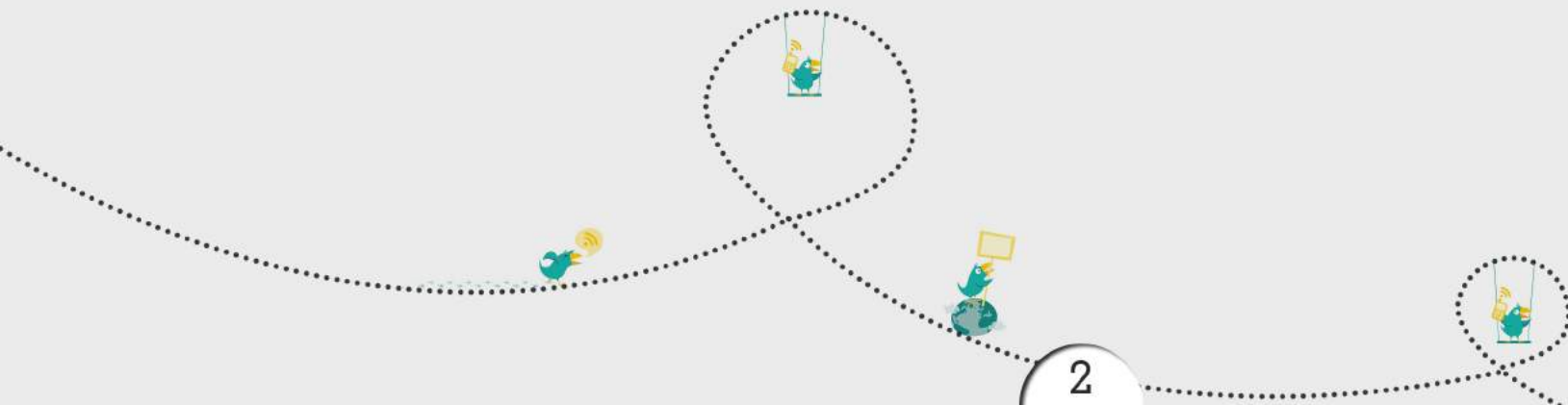
17 Modules | **1** Training Program | **40 - 60** Hours



Why Digital Marketing?

Digital marketing has enabled many brands to achieve & connect with their customers and establish a good rapport with them. Brands today need digital platform to create awareness about their products and services. Every minute of the day, there are more people and organisations engaging with social and digital platforms. It has become the most reactive and inclusive way to communicate, to share - and do business. But just a social media marketing can be complex!

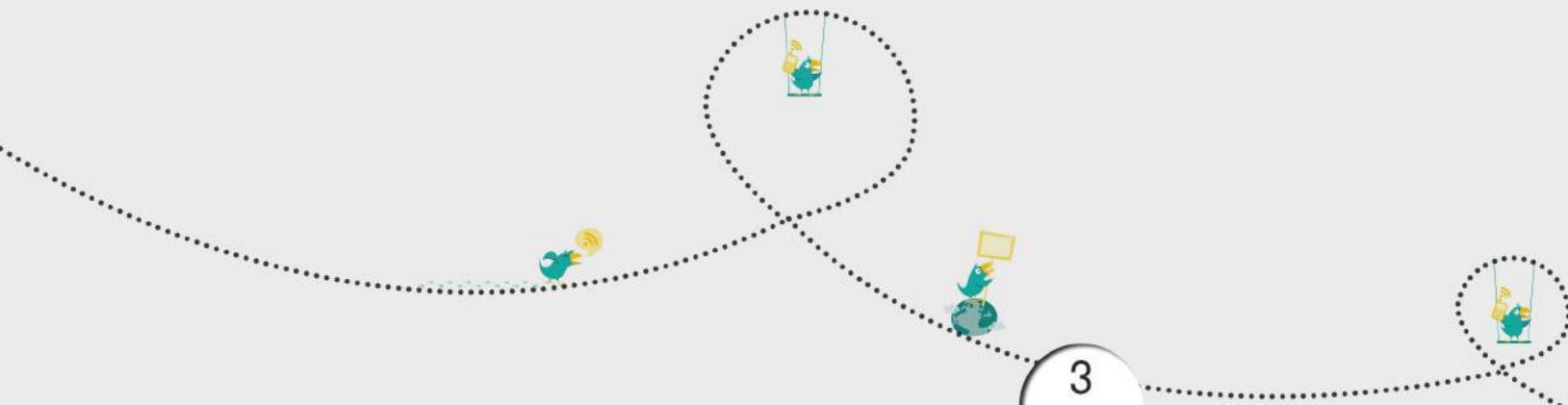
To help you understand it better, we have come up with a 17 module Digital Marketing course which can make you an online marketing expert in just 40 - 60 hours!










Objectives of the course:

- To make you an expert in how to create and maintain an online presence and how to market a brand with practical exposure throughout the course.
- To be proficient in using various social media tools and excel in Google accredited applications for effective online marketing.
- To explore various tools for Email marketing & Lead Generation Program.
- To explore you the importance of SEO and content marketing.
- To understand how to strategize, implement and manage a comprehensive digital marketing business plan.





Key Features:

-  **40 - 60 hours** Course
Weekday Batch - **2hr/day**
Weekend Batch - **5hr/day**
-  Advanced Digital Marketing training
-  Course Completion Certificate
-  Intensive Real Projects Trainings
-  Comprehensive Analysis Of Viral Campaigns
-  Placement Assistance

Course Structure:

Duration: **60 Hours**

Fees: **Rs. 35,000/-**

Offer: [**Rs. 30,000/-** for group bookings
above **2 person**]



Our Advanced training course includes:



Social Media
Marketing



Digital Planning
& Analytics



Search Engine
Marketing



Mobile &
Email Marketing



Search Engine
Optimization

Modules & Sessions:

Introduction Session (2 hour)

- What is Marketing and Branding?
- Media Transition in last 3 years
- About Social Media
- Why Digital Media and Current Trends



Social Media Marketing

Module 1 (4 Hours)

Facebook & Instagram Marketing



- Content strategy & optimization
- Brand Positioning Via Social Media
- Facebook Page Insights & Development
- Facebook User Engagement / Behavior
- Advertising and it's attributes
- Facebook Insights/ Analytics

Module 2 (2 Hours)

Twitter Marketing



- How to use Twitter & Usage of #Tags
- Twitter Organic Promotion & Integration
- Twitter Advertising & it's attributes
- Twitter Insights/ Analytics
- Twitter Contests & Case Study



Social Media Marketing

Module 3 (2 Hours)

Pinterest/Google Plus Marketing

- Pins/Postings
- Pinterest Advertising/ Insights/ Analytics
- Google Plus Hangout
- Live Air Broadcasting of Hangouts
- Google Plus Communities for Promotions
- Google Plus Insights/ Analytics

Module 4 (2 Hours)

YouTube Marketing

- Creating Channel/ Channel Customization
- YouTube Interface/ Subscribers
- YouTube SEO & Description Linking
- YouTube Insights/ Analytics



Social Media Marketing

Module 5 (2 Hours)

Social Media Case Studies





Search Engine Marketing

Module 6 (4 Hours)

SEM (Part 1)

- Account Creation & Structure
- Understanding: PPC, CPA, CPM, CPC
- Landing Page Optimization & Ads Behavior
- Ad Structure, Keywords & Ad policies
- Quality Score – How & When

Module 7 (4 Hours)

SEM (Part 2)

- Campaign Placement & targeting,
- Campaign Optimization: Geo-targeting/ Bid
- Google Display Network, Search network,
- Remarketing techniques
- Tracking, Monitoring & Reports
- Google Adwords Certification Assistance



Digital Planning & Analytics

Module 8 (3 Hours)

Part 1

- Google Analytics Setup
- Goal settings, Channels, Dimensions & Metrics
- Understanding: Key metrics, Page views. Source, Medium, Bounce rate, segments & Sessions

Module 9 (3 Hours)

Part 2

- Report Customization
- Multi – Channel Funnel & Conversion sources
- Understanding: Customer Demographic & Behavioral Aspects



Search Engine Optimization

Module 10 & 11 (4 Hours)

On Page SEO

- Initial Site Analysis/ Competition Analysis/Keyword Research
- Title/Description/Keyword
- Site (URL) Structure Analysis/ Web Designing Basics/URL renaming/re-writing
- Content Development Check,H1, H2, H3 tags
- Existing Web Content Optimization/ Image Optimization
- Understanding: Cannibalization/ canonicalization/International targeting, Multilingual targeting



Search Engine Optimization

Module 12 & 13 (4 Hours)

Off Page SEO

- Understanding links/ anchors/ follow no follow
- Google Mapping/Listing/ Press release news/ RSS
- Forum Posting & Posting Free Classifieds/ Yahoo Answer Link Building
- Article submissions/ PR submissions/ Guest Blogging/Commenting
- Tools- Google webmaster tool/ PR checker tool/Back link checker tool



Email & Mobile Marketing

Module 14 (3 Hours)

Email

- Understanding how mail servers work
- Understanding terms- Bounce rate/ Open rate/ Inbox/ spam
- Mail Chimp Introduction- Sending mail/
- Use templates/ landing pages/ lead capturing
Mobile view Responsiveness

Module 15 (3 Hours)

Mobile

- SMS marketing Campaigns
- Mobile app promotions
- Mobile Page Optimization
- Responsiveness
- Techniques to improve downloads & usage



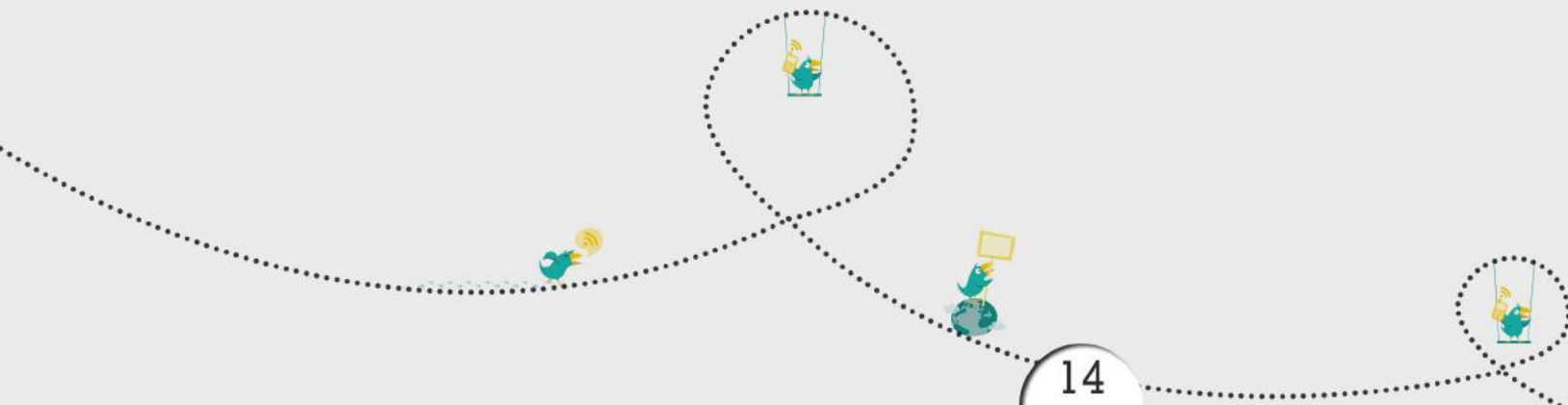
Module 16 (8 Hours)

Real Time Assignments



Module 17 (4 Hours)

Performance Evaluation





**Kickstart an exciting & dynamic career
with our Certification Programme in
Digital Marketing today.**

Be an **Online Marketing Expert** in 30 days!
Our new Batch starts every weekday & weekend:

**For any new batch related assistance,
Please feel free to contact us anytime.**

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