Digital Marketing

4 Days
Classroom Training

Learning from the class

According to McKinley, 90% of all marketing roles require some digital marketing experience or analytical abilities.

Whether you're looking for a new career in digital marketing or just wish to add digital to your existing skillset, our course will prepare you to become a complete digital marketer and make you industry ready on as soon as training completes. You will acquire the right skills through extensive hands-on practice on a wide range of simulations and projects that will enable you to launch and execute your own digital marketing campaigns. We'll train you on the latest digital marketing tools, show you how they work and how to gain insights that will help clarify your strategy.

Our course will prepare you for the most sought-after certification exams such as OMCA (OMCP), Facebook Marketing, YouTube Marketing, Google AdWords, Google Analytics, and Twitter Marketing.

Benefits of Training

- Digital marketing is likely to create 1+ million jobs within next 2 yrs and there is huge shortage of specialized professionals.
- You can work as Digital Marketing Manager, SEO Manager, SEM Specialist and Digital Sales Executive, Social Media , Email Marketing, Web Analytics etc, work as a Freelancer or support your own business

Who should attend this training

- Marketing professionals who wish to digitally market their products and build a global presence
- Working professionals seeking to advance their career by gaining a deeper understanding of an increasingly popular and upcoming domain
- Students or early professionals with a keen interest for enhancing their knowledge and pursuing a career in online marketing
- Entrepreneurs with an ambition of creating a global business presence

Book Online
Enrol Now

"The Internet is becoming the town square for the global village of tomorrow."

~ Bill Gates!

Get 10% Discount: Use Code: DMPREP10

Email:
support@preparationinfo.com
Call:
+1-518-635-8456

Day 1:

Introduction

- What is Digital Marketing
- Importance of Digital Marketing
- How Digital Marketing Works

Working Dynamics of Google Analytics

- Essentials of a Website
- Planning a Website
- Case Study Discussion

Google Analytics

- Why Analytics is so Important
- Fundamentals of Google Analytics
- Monitoring Bounce Rate
- Tracking Conversions
- Other Analytics Platforms
- Monitoring Traffic Sources
- Monitoring Visitor Behavior
- Measurement
- Setting up Dashboards
- Taking Corrective Actions if required

Day 2:

Search Engine Optimization

- What is SEO
- What are Search Engines
- What are Keywords
- Tools to find keywords (Paid and Free)
- How to find relevant Keywords
- Planning SEO of a Website
- Monitoring SEO process
- Preparing SEO reports

On Page Optimization

- Keywords Optimization
- Internal Linking
- Meta Tags Creation
- Basic HTML knowledge
- Creating Sitemap
- Uploading Sitemap on Website
- Google Webmaster Tool

Off Page Optimization

- What is Page Rank
- What are back links
- Techniques of link building
- What not to do in Link Building
- Checking your backlinks

SEO Webmaster Tool

- Local SEO
- Top free tools for SEO
- Mobile SEO

Day 3:

Search Engine Marketing

- What is online advertising
- Types of online advertising

Ad Networks

- Introduction to Ad Words – Google Ad Words
- Getting started with Ad Words
- Targeting – Search, Contextual or placement
- Briefly introduce Bing

Search Campaigns

- The Ad Word Toolbox – Keyword Tool, Site Exclusion Tool, Ad Diagnostic Tool etc.
- Keywords Grouping using Broad, Exact, Phrase, Negative Match Techniques
- Writing Compelling Ad Copies – Do's and Don'ts
- Creation of Effective Campaigns and Ad groups

Digital Display Campaigning

- Display advertising
- Creation of Banners using Display Builders
- Remarketing Tools

Tracking and Measuring ROI of Online Advertising

- Insertion of Google Conversion Code and its importance in Effective Campaigning
- Costs and Billing
- Tracking Ad Performance
- Optimizing Cost Per Click
- Optimizing Ad Performance – Optimizing Account and Landing Page
- Assignment on allocating funds to various online advertising platforms

Day 4:

Social Media Marketing
- What is Social Media
- How Social Media Marketing is different from other forms of Internet Marketing
- Marketing on Social Networking Websites

Facebook Marketing
- Facebook Profiles and Fan Page
- Facebook Advertising
- Facebook Marketing Mix with Other Marketing Platforms

LinkedIn Marketing
- Understanding LinkedIn
- Company Profile Vs Individual Profiles
- Understanding LinkedIn Groups
- LinkedIn Advertising and its best practices
- Increase ROI from LinkedIn Ads
- How to do Marketing on LinkedIn Groups

Twitter Marketing
- Understanding Twitter
- How to do Marketing on Twitter
- Case Studies on Twitter Marketing
- Performance Tracking

Email Marketing and Going Mobile
- What is Email Marketing
- Biggest Challenges in Email Marketing
- Increasing Email Subscription/Opt-in List
- Legitimate/Opt-in Email Marketing
- Software's for Email Marketing
- Best Practices of Email Marketing
- Writing a Good Email Creative or HTML template
- Inbox Deliverability
- Email Re-targeting
- Opt-in Data Segmentation
- Split Testing
- Scheduling
- Measurement and Metrics
- Multiple Email Campaign Guideline

What do you get?

By attending our DM 4 Day Bootcamp 2017 you will get,

- Learn from Digital Marketing Industry Experts and Prepare yourself for Google certification
- Tips & Tricks to clear the marketing certification exams
- Downloadable videos, workbooks, PDF-guides and study material
- Networking opportunities with fellow professionals
- 5 Year email based doubt clearing support from our experts
- Complementary Online Course on "Complete Digital Marketing" worth USD 249

What should you have?

Pre-requisite of the course

- No Pre-requisite
- Anyone with interest to learn concepts of Digital Marketing can avail this course.

Requirements for the training

'This Masterclass is conducted in a customized training venue where you will have to bring the laptop with you.

There is no any specific requirement of any software tool installation in your laptop before the training.
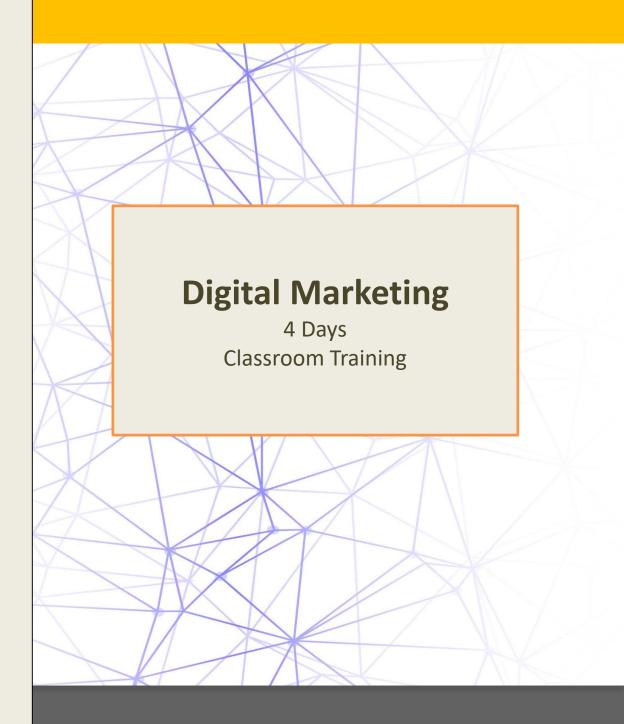
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