



Digital Marketing

DIGITAL MARKETING



About Course

Digital marketing is the practice of promoting products or services with the help of digital devices and technology. In simple words, digital marketing is any form of marketing that occurs online with the help of mobile, laptop, internet, etc.

In addition to digital signage and technology that may not be connected to the internet. It can range from anything as complex as automated email marketing initiatives all the way down to the content choices on your website's blog.

DIGITAL MARKETING

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Overview of Digital Marketing

What is marketing and digital marketing?

Understanding Marketing and Digital Marketing Process ?

2

Website Creation

Understanding about Internet, Websites, Domain, Web Server, Web Hosting etc.

Planning of a website

HTML Basic

About CMS and creating website in Wordpress

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Search Engine Optimization (SEO)

What is SEO?

What are search engines and their functions ?

Understanding traffic, keywords etc

On page optimization

On-Page SEO

What is onpage SEO?

Keyword Research With Google Keyword Planner

Domain Selection & URL Structuring

Head Section Optimization

Meta Tag Optimization

Redirection Tags

SEO Friendly Content Writing

Heading Optimization

Keyword Density, Spamming Stuffing

LSI (Latent Semantic Indexing)

Image Optimization

Video Marketing

Robots File Creation

Sitemap Creation & Submission (html and xml)

Website Tracking Tools (Google Analytics, Google Webmaster Tools)

Off-Page (SEO)

What is Off page SEO?

Why Off page is Important

What are Backlinks?

Backlinks Creation Methods

Difference Between Do Follow and No Follow Backlinks

What is Google Page Rank
How to Increase Google Page Rank
Web Directory Submissions
Social Bookmarking
Article Writing & Submission
Press Release Writing & Submission
Comment Blogging
Classifieds Posting
Forum Posting
Link Exchange (One way, two way and three way)
Search Engine Submissions
RSS Feeds

Local SEO

Google Business Listing (Google Maps)

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PPC Advertising (Google Adwords)

Understanding in organic search results
Introduction to Google adwords & PPC advertising
Overview of Microsoft Adcenter (Bing & Yahoo)
Setting up Google adwords account
Understanding adwords account structure
Campaigns, Adgroups, Ads, Keywords, etc.

Campaigns, Adgroups, Ads, Keywords, etc.

Types of Advertising campaigns Search, Display, Video

Difference between search & display campaign

How does adwords rank ads

Understanding adwords algorithm (adrank) in detail with examples

What is quality score

Why quality score is important What is CTR?

Why CTR is important Understanding bids

Advanced level bid strategies

Enhanced CPC

What are flexible bidding strategies

Understanding ad-extensions

Types of ad-extensions

Adding ad-extensions in our Campaign

Creating adgroups

Finding relevant adgroups options using tool

Creating adgroups using tool

Understanding keywords

Finding relevant keywords

Adding keywords in ad-group using

keyword planner tool

Understanding types of keywords

Board, Phrase, Exact, Synonym & Negative

Examples of types of keywords

Creating ads

- Understanding ad metrics Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads Creating ads
- Tracking Performance/Conversion
- What is conversion tracking Why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns Remarketing

5 Social Media Marketing

- What is social media
- Understanding the existing social media paradigms & psychology
- How social media marketing is different than others

6 Facebook Marketing

- Understanding Facebook marketing practical session
- Creating Facebook Page
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook Advertising

- Types of Facebook advertising
- Best practices for Facebook advertising
- Targeting in ad campaign
- Creating Facebook advertising campaign
- Payment module-CPC vs CPMCPA
- Setting up conversion tracking
- Using power editor tool for adv.

7 LinkedIn Marketing

- What is LinkedIn
- Understanding LinkedIn
- Company profile vs Individual Profiles (Difference between Individual and Company Profiles)
- Understanding LinkedIn Groups (Manage LinkedIn groups)
- How to do marketing on LinkedIn groups
- LinkedIn Advertising & it best Practices
- Increase ROI from LinkedIn ads
- LinkedIn Publishing
- Company Pages

8 Twitter Advertising

- Understanding twitter

Tools to listen & measure influence on Twitter:
Tweetdeck, Klout, PeerIndex
How to do marketing on Twitter
Black hat techniques of Twitter
Marketing
Advertising on Twitter
Creating Campaigns
Types of Ads
Tools of twitter Marketin

9 Video Marketing

Understanding Video Campaigns
Creating 1st Video campaign
Importance of Video marketing
Benefits of Video marketing
Using you tube for Business
Developing you tube video for
Marketing strategy
Get traffic through you tube channel/video
to your website
Create video adgroup
Targeting options
Understanding bid strategies

Google Analytics

Introduction to Google analytics

How Google analytics works

Understanding Google analytics account structure

Understanding Google analytics insights

Understanding cookie tracking

Types of cookie tracking used by Google analytics

How to set up analytics account

How to add analytics code in website

Understanding goals and conversion how to setup goals?

Understanding different types of goals

Understanding bounce & bounce rate

Difference between exit rate & bounce rate how to reduce bounce rate

How to setup goals

Importance of funnels

How to integrate adwords and analytics account

Benefits of integrating adwords & analytics

Measuring performance of marketing campaigns via Google analytics

Understanding filters & segments

How to set up filters & segments

How to view customized reports

Monitoring traffic sources

Monitoring traffic behavior

Taking corrective actions if required

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Mobile Web Marketing

Mobile Web Marketing

Understanding Mobile Devices

Mobile Marketing and Social Media

Mobile Marketing Measurement and Analytics

Fundamentals of Mobile marketing

App Store optimization

Creating mobile website through wordpress

Advertising on mobile (App & Web)

Targeting ads on Apps Targeting via location

Targeting ads on search engine

Content Marketing on mobile

Mobile strategy-segmentations option targeting and difference SMS marketing

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Online Reputation Management (ORM)

What is online reputation management

Why online reputation management

Understanding ORM scenario

How to deal with criticism online

Ways to create positive brand image online

Understanding tools for monitoring online reputation

Step by step guide to overcome negative online reputation

Best examples of online reputation management

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Adsense & Blogging

What is Adsense

How to get approved for Adsense

Cool trick to get Adsense approval by Google

Using your adsense account interface Placing ads on your blog

Creating blogs with our Free theme

What is Blogging

How to Blog

What is Wordpress and How to

Create with Wordpress

Wordpress Themes and Plugins

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Affiliates

What is Affiliates

How to join and Earn with Affiliates

Top Indian and Worldwide Bloggers

How to Earn Money with Blogging

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Ecommerce Marketing

What is Ecommerce

Top Ecommerce Website around the world

Ecommerce scenario in India

How to do SEO of an Ecommerce website

Why you need a solid
Ecommerce marketing strategy
Formulating right Ecommerce marketing strategy
Ecommerce business
Case studies on Ecommerce website

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ASO (App Store Optimization)


What is appstore optimization
Keyword optimization
Tracking keywords
Use of keywords in apps
Use of apps icon
Conversion rate optimization
Keywords research tools
Keywords placement



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