

DIPLOMA PROGRAM IN ADVANCED DIGITAL MARKETING

CLASSROOM / VIRTUAL





DIGITAL MARKETING INTRO

Digital Marketing can be defined as a unique marketing strategy that is implemented in digital platforms through Internet Medium to reach the target audience. When compared to traditional marketing, search analytics gives you an extra edge in Digital Marketing. Analytics empowers the business to analyse the success in their business strategies and provides the required data to modify the strategies to suit the market requirements and improve ROI.

With our Digital Marketing Training, re-discover your creative instinct to design significant marketing strategies to promote a product/service related to any organization from any business sector.



ARE YOU A NON-TECHNICAL PERSON WITHOUT PROGRAMMING SKILLS, BUT STILL WANT TO PURSUE A CAREER IN IT?

Digital Marketing is the right course for you. Digital Marketing doesn't need any programming skills and familiarity with the internet is sufficient to master the concepts to pursue a successful career. A few months of dedicated efforts will ensure a rewarding career in the space of IT. The demand for Digital Marketing professionals is exceeding the supply and this void is creating ample job opportunities for non-technical graduates. We help you to crack a job by doing the handholding from training to placement.

Who Should Do? Who Can Learn This Course?

- Working Professionals
- Branding / Sales / Marketing Professionals
- Students
- Entrepreneurs
- Startups
- Housewives



Opportunities For Digital Marketers

- You can go for a Job / Freelancer/ Consultant
- You can start a website (Blog)
- You can start an App/Video Channel monetize
- You can start a Digital Marketing Agency

Digital Marketing course will be delivered by highly experienced and certified trainers who are considered as one the best trainers in the industry and so we are considered to be one of the best Digital Marketing training institutes. The course is studded with myriad hands-on exercises on each topic that is covered in the training. Along with the training, we offer you 1-year e-learning access, 9 global certifications from Google, Facebook, YouTube, etc. and guaranteed placement assistance. Many of our past participants are working for various companies as digital marketing professionals.



Things You Will Learn

Basics of Content Writing

- Digital Marketing
- Traditional Marketing
- Keyword Research
- Content Marketing

Basics of Infographic Creation:

- Introduction to Canva

Basics of Digital Marketing:

- Types of Domain and Hosting (TLD, SLD)
- DNS Server
- Types of Websites
- Best Practices for domain names selection

Basics of Website Building: D

- Domain & Hosting Registration
- Wordpress Installation
- Dashboard Overview
- Theme Selection
- Plugin Installation
- Page Creation
- Logo Selection

Management of Wordpress Website:

- LX Building,
- Page Editors
- Theme Editors
- UI Enhancement
- Contact Form Creation
- Additional CSS Usage
- Google Search Console Setup

On Page SEO:

- Site Structure Analysis
- Meta Tags Creation
- Competitor Analysis and Exact Title Creation
- Bread Crumb Optimization

- Site Maps
- Robots.txt
- Internal Navigation
- Website Error Codes
- 301 Redirection
- Content Optimization
- Customization of 404 error Page
- Heading Hierarchy
- Image Optimization

OFF Page SEO-I:

- Link Building and its Types
- Directory Submissions
- Dmoz Listing
- Forum Creation/ Submissions
- Blogs Creation and Posting
- Social Book Marking (SBM)
- Blog Post Message Creation& Updation
- Social Sharing
- Classified Ads
- Articles Creation and Posting
- Google My Business

Local SEO:

- SEO for local Business
- How to rank a website in local searches
- Verification and Installation Process
- Increasing STAR Rankings
- Yellow Pages Creation

Mobile SEO:

- Creation of Mobile Site
- Mobile SiteMap
- Snippets Creation for mobile



Things You Will Learn

OFF Page SEO-II:

- Semrush Certification for SEO
- Search Engine Algorithms Intro
- History of Search Engines
- Importance of Search Engines
- Google Broad Core Algorithms

Intro to Google Ads:

- Intro to Google Ads
- Match types
- Bidding Strategies
- Setup of PPC Campaign
- Google Ads Auction Insights
- Negative Keywords, Filters, Labels, Ads and Extension, Metrics (Quality Score, CTR Etc)
- Optimizing your landing pages, Ad group Performance Reports
- Google Analytics Tracking Code Setup
- GDN Targeting, Landing Page Optimization, GDN Bidding Strategies
- Ad Placements, Interest & Groups Targeting
- Creation of YouTube Ads, Ad formats, Video Ads Format
- Change History Tool, Display Planner, shopping ads overview
- Creation of Shopping Ads

SMO&SMM:

- What is social media?
- Advantages of using social media
- Goals of social media marketing
- Important types of social media platforms based on users

Facebook Optimization:

- Types of FB accounts
- FB content strategy

- Designing FB posts
- FB user engagement metrics
- FB insights
- FB groups
- FB apps

Instagram, LinkedIn and Twitter Optimization:

- Best Practices for Instagram
- Twitter and Linked In for Customer Engagement

Facebook Marketing :

- Types of Ads in FB
- Types of objectives
- Audience Insights
- Audience Targeting Best Practices
- Carousel Ads Setup
- How to Write Ads
- Monitoring Ads, KPI's, FB Analytics

Instagram Marketing:

- what is Instagram
- Linking Instagram with Facebook account
- Post designing tools
- Importance of HashTags
- Create your first campaign
- Measuring the results

Youtube Video marketing:

- Customizing the Channel
- Creator studio
- copyrights & spam
- YouTube premier partner (YPP)
- Top YouTube Channels
- Reports for Adsense



Things You Will Learn

Online Reputation Management – ORM:

- Online Reputation Management – ORM
- Positive and Negative Reputation
- Auto suggestions & related searches
- Tools for ORM
- Popular networks for ORM

GTM Google Tag Manager

E-Mail Marketing:

- How Email Marketing works?
- Types of mails
- Tips to prepare mail content
- Tools used in Email Marketing
- Email Marketing report generation and its Metrics

Google Analytics

- How Google Analytics works
- Setting up Google Analytics
- How to create a View
- Google Analytics Navigation
- Understanding overview reports
- Real Time Reports Understanding full reports
- How to set up dashboards
- Audience Reports
- Acquisition Reports
- Behavior Reports
- Conversion Reports
- Measuring Custom Campaigns
- Goal Setup
- Filter Setup
- Use goals to measure business objective
- Funnel Creation
- How to setup Various filters On Google Analytics

Affiliate Marketing:

- Overview of Affiliate Marketing
- How to make money through Affiliate by using social media
- CHOOSING YOUR AFFILIATE NETWORK

Course Duration : 90 Hours



ABOUT US

ExcelR is a global leader delivering a wide gamut of management, consulting and trending technical training over 40 countries. We are a trusted training delivery partner of 350+ corporate clients and universities across the globe with 140,000+ professionals trained across various courses.

Our digital marketing training curriculum, which is the reflection of our tried and true methodologies, will inspire aspirant to learn “how to” attract high quality traffic to the website through the content that's valuable to target audience.

"Be yourself, everyone else is already taken."

— Oscar Wilde

ACCOLADES



PMI
Project Management Institute
**Project Management
Theme Paper Winner**

Deloitte.

50 | Technology **Fast 50**
2018 INDIA **WINNER**

siliconindia
TRAINING INSTITUTE
OF THE YEAR 2015

siliconindia
TRAINING INSTITUTE
OF THE YEAR 2018

Google
★★★★★
Rated 4.9

siliconindia
20 MOST PROMISING
PMP TRAINING
INSTITUTES-2018



CIO
Review
20 MOST PROMISING
DATA ANALYTICS
SOLUTION PROVIDERS - 2018



ACCREDITATIONS & PARTNERS

PEOPLECERT



ECIL - ECIT
एलेक्ट्रॉनिक्स कारपोरेशन ऑफ इंडिया लिमिटेड
Electronics Corporation of India Limited
A Govt. of India Undertaking, under the Dept. of Atomic Energy
(भारत सरकार का उद्यम) / (A Govt. of India Enterprises)



TCS iON
ProCert-Analytics

PMI Project
Registered Management
Education Institute
Provider



mongoDB



N.S.D.C.
National
Skill Development
Corporation

Transforming the skill landscape

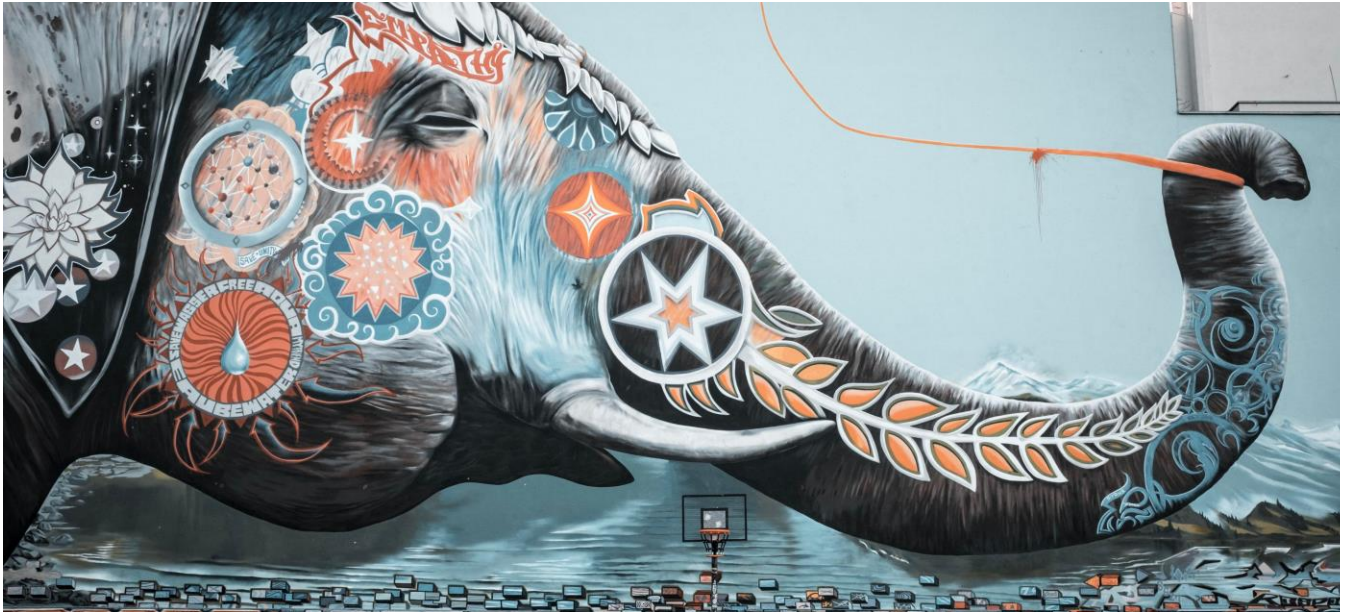
ASSOCIATIONS, MEMBERSHIPS & ASSOCIATES



FICCI NASSCOM®



**Steinbeis Centre for
Technology Transfer India**



WE ARE AT

ExcelR Solutions

49, 1st Cross, 27th Main,
Behind Tata Motors,
1st Stage, BTM Layout,
Bengaluru,
Karnataka – 560068

www.excelr.com

+91 9632156744
1800-212-2120