

Digital Marketing Professional Course

Achievers
IT Solutions
We build your Online Existence



2.5 lakh and Counting Jobs in the Digital Marketing & Communication

Why Digital Marketing & Communication?

A recent study conducted by the Direct Marketing Association, approximated the Digital Marketing Industry to be worth **US\$62** billion in 2017 with growth rates significantly outperforming any other Ad type. This fast growing industry gives significant opportunities for dynamic individuals to create careers that would not have been possible 10 years ago.

According to LinkedIn, Digital Marketing & Communication falls into the top 5 of most required skills for hiring in today's world. There are approximately **2.5 lakh jobs** in the **Digital Marketing & Communication** arena in India across IT/ BPO, Agencies as well as other FMCG companies in **2018**. This rise is leading to a high demand for professionals skilled in Digital Marketing. It is an ever-changing, yet promising career path, with excellent long-term prospects. In a digital world like ours, there is no way around understanding the essence of marketing & the right communication in a digital age.

**THE CAREER DIMENSION
THAT COUNTS UPGRADE
YOUR SKILLS TO SOMETHING
DEMANDING**

**Achievers
IT Solutions**
We build your Online Existence

**BE YOUR OWN BOSS WITH
EFFECTIVE MARKETING TOOLS**

**Increase your business revenue by saving
up to 60% Advert Cost**



make an IMPACT !!

- Learn how to create your own website
- How to make money online
- Enhance your skills to upgrade your career
- Convert your business into E-commerce
- How to generate potential leads
- Learn different platforms for making money as a Freelancer





Digital Marketing
Overview



Social Media
Marketing



Website
Development



Live Practical
Session



Email
Marketing



Inbound
Marketing



Search Engine
Optimization



Google
Webmaster Tools



Search Engine
Algorithm



Local Business
Listing



Google
Analytics



Content
Marketing



Competitor
Analytics



Online Reputation
Management



YouTube Video
Marketing



E-commerce
Marketing



Mobile
Marketing



Google
AdWords



Online Display
Advertising



Remarketing
Concepts



Lead Generation
for business



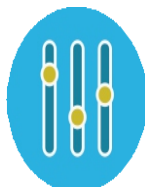
Blogger



Affiliate
Marketing



Freelancer
Pushups



Search Engine and
Social Media Parameters



AdSense



Case Study
Discussion



Digital Marketing
Interview Preparation



Creating Digital
Marketing Strategy



Black Hat
Techniques

Digital Marketing Overview

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why Digital Marketing Wins Over traditional Marketing ?
- Understanding Digital Marketing Process.
- What is visibility and its Types.
- Different Ways to Increasing Visibility.
- What is Visitors engagement?
- Why it is important?
- Bringing Targeted Traffic
- Inbound and outbound marketing

Website Planning & Creation

- Website Planning& Creation
- Understanding websites
- Understanding domain names & domain extensions
- What is web hosting
- Different types of web servers
- Different types of websites
- Based on functionality
- Based on purpose



- Planning & Conceptualizing a Website
- Booking a domain name & web hosting
- Adding domain name to web Server
- Adding webpages & content
- Adding Plugins
- Building website using CMS in Class
- Identifying objective of website
- Deciding on number of pages required
- Planning for engagement options

Social Media Marketing

- What is Social Media?
- How social media marketing is different than others
- Facebook marketing
- Understanding Facebook marketing
- Facebook page
- Facebook advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Understanding Facebook best practices
- Understanding edgerank and art of engagement
- Payment module- CPC vs CPM vs CPA
- Setting up conversion tracking from facebook pixel



- LinkedIn Marketing
- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- Increasing ROI from LinkedIn ads
- LinkedIn publishing
- Company pages
- Adv on linkedIn
- Display vs text
- Twitter Marketing
- Understanding Twitter
- How to do marketing on Twitter
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards
- Video Marketing
- Understanding Video Campaign



- Benefits of video marketing
- Using youtube for business
- Developing youtube video marketing Strategy
- Bringing visitors from youtube videos to your website
- Targeting Options
- Understanding Bid Strategy
- Instant articles
- Facebook Canvas
- Facebook Frame
- Facebook Analytics
- **Facebook Pages and Post Best Practices**

Learn how to connect with people by planning your Facebook Page and understanding how it is structured to make the maximum use of it.

- **Facebook Ads - Campaign Objectives**

For each Facebook Ad, you have multiple objectives to choose from. This module helps you build right objectives based on each business objective.

- **Facebook Ads - Targeting Audiences**

Understanding your audience is a challenge for many businesses today. But developing a marketing plan without a knowledge of your audience is a step to failure. Segment your audience and target the right audience with this module.

- **Facebook Ads - Optimization and Reporting**

With this module, measure you adverts and get business insights to optimize how you are connecting with your audience.



➤ Facebook Pixel

Measure conversions, optimise ad delivery, automate audience building and do more with Facebook Pixel. Learn and work on Pixels with this module and get more insights on how people are using your website.

➤ Generating Leads

This module guides you through creating a lead generation campaign to drive results for your business.

Search Engine Optimization

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Google Operator : So that you can find anything on the web
- On page optimization

Achievers
IT Solutions
We build your Online Existence



- What are primary keywords, secondary keywords and tertiary keywords?
- Keywords optimization
- Content optimization & planning
- Understanding your audience for content planning
- What is the difference between keywords stuffing & keyword placement
- Internal linking
- Meta tags creation
- Creating Webpage in HTML
- Using google webmasters tool & website verification
- Sitemap creation & submission in website & webmasters
- How to write an optimized content
- How to write a content for article, blog and press release
- Off Page optimization
- What is Domain Authority
- What are back links?
- Types of back links
- What is link building?
- Types of link building
- Do's and Dont's of link building
- Link building strategies for your business
- Easy link acquisition techniques
- Local SEO
- Google places optimization



- Classified submissions
- Using H card
- Citation
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- How to optimize exact keywords for your business
- What is Google Algorithm?

Online Reputation Management

- What is online reputation management?
- Why online reputation management is need of hour
- Understanding ORM scenario
- How to deal with criticism online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation
- Best examples of online reputation management



PPC Advertising Google AdWords

- Introduction to Google Adwords & PPC advertising
- Setting up Google Adwords account
- Understanding Adwords account structure Campaigns, Adgroups, Ads, Keywords, etc
- Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign
- Understanding Adwords Algorithm
- How does Adwords rank ads
- Understanding Adwords algorithm (adrank) in detail with examples
- What is quality score
- What is CTR?
- Why CTR is important?
- Understanding bid
- Creating Search Campaigns
- Types of Search Campaigns - Standard,
- All features, dynamic search & product listing
- Google merchant center.
- Creating our 1st search campaign
- Understanding location targeting
- Different types of location targeting
- What is bidding strategy?
- Importance of CTR in optimization
- How to increase CTR

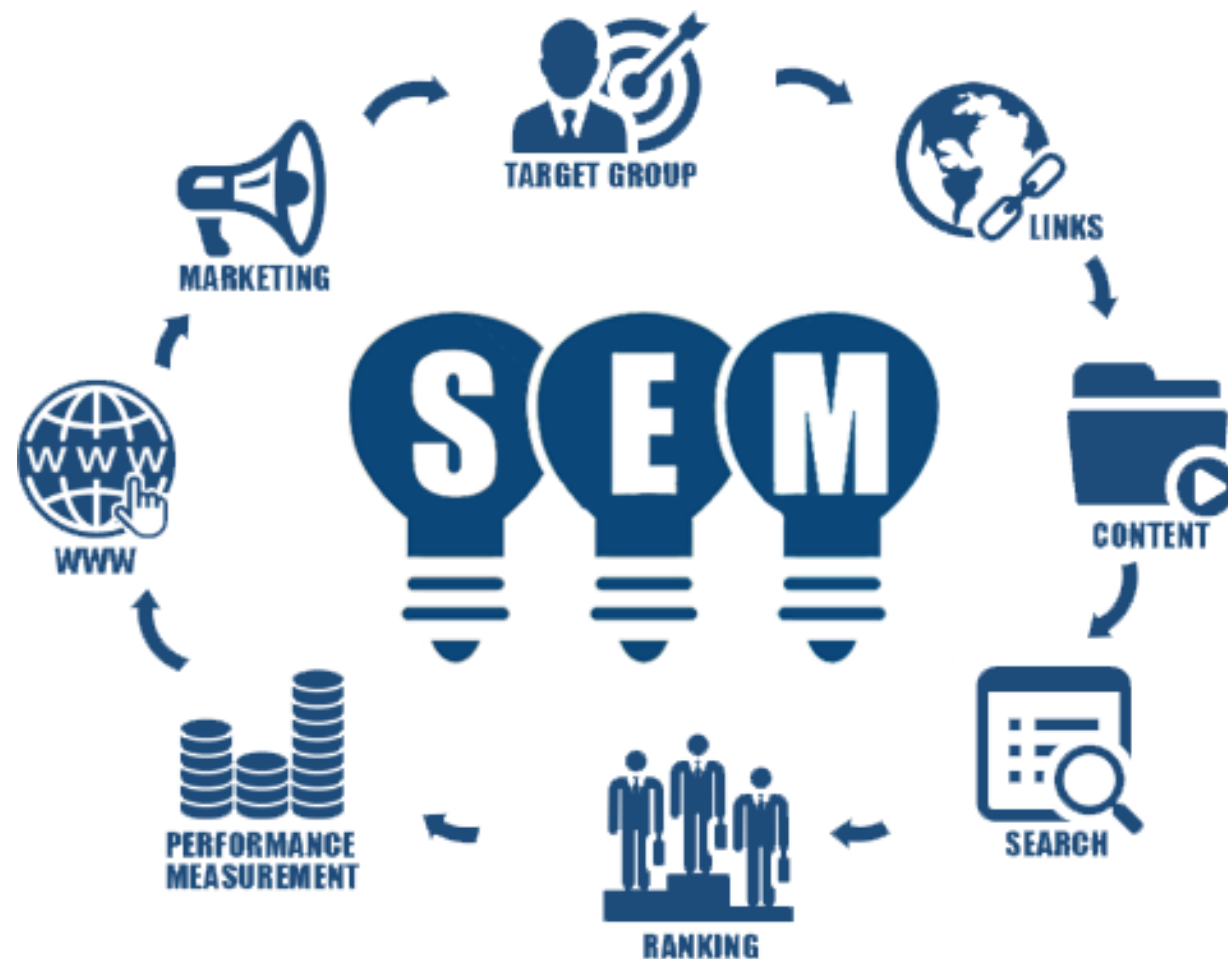
**PAY PER
CLICK**



- Importance of quality score in optimization
- How to increase quality score
- Keyword Performance negative keywords in optimization
- Evaluating campaign stats
- Optimizing with conversion report
- Optimizing with keywords
- Optimizing performing keywords
- Optimizing non performing keywords
- How to decrease CPC
- Analyzing your competitors performance
- Creating Display Campaign
- Types of display campaigns-
- All features, Mobile app, Remarketing, Engagement
- Creating 1st display campaign
- Difference in search & display
- campaign settings
- Doing campaign level settings
- Understanding CPM bid strategy
- Ad-scheduling
- Creating diff. adgroups
- Finding relevant websites for ads placement
- Creating text ads
- Creating banner ads



- Uploading banner ads
- Optimizing Display Campaign
- Remarketing
- What is remarketing?
- Setting up remarketing campaign
- Creating Remarketing lists
- Understanding different types of bid strategy
- Manual
- Auto
- Advanced level bid strategies
- Enhanced CPC
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Finding relevant adgroups options
- Understanding keywords
- Finding relevant keywords
- Adding keywords in ad-group
- Using keyword planner tool
- Understanding types of keywords
- Board, Phrase, exact & negative
- Examples of types of keywords
- Creating ads



- 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
- Optimizing Search Campaigns
- How to optimize campaigns at the time of creation?
- Optimizing campaign via adgroups

Achievers
IT Solutions
We build your Online Existence



Email Marketing

- What is email marketing?
- How email works?
- What are the Challenges faced in sending bulk emails and
- How to over come these challenges?
- Setting up email marketing account
- Best platforms to do opt-in email marketing

- Setting up lists & web form
- Creating a broadcast email
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them

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
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding bounce rate
- How to reduce bounce rate
- How to integrate adwords and analytics account



- What is link tagging
- How to set up link tagging
- 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

Ecommerce Marketing

- What is ecommerce?
- Top ecommerce websites around the world & it's scenario in India
- Difference between E-Commerce software and Shopping Cart software
- Payment Gateways, Merchant Accounts & Logistics for physical goods.
- Integrating Woocommerce and setting up an ecommerce store on WordPress.
- Affiliate Marketing by promoting products which looks like an ecommerce store.
- Case studies on ecommerce websites.
- How to do Google Product Listing Ads (PLA) for ecommerce websites.
- How to do SEO for an ecommerce website.



Affiliate Marketing

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- Getting your started as an affiliate
- Some of the top affiliate network in the world

- What is adsense?
- How to get approved for adsense?
- Cool trick to get adsense approval by Google

AdSense & Blogging

- Using your adsense account interface
- Placing ads on your blog
- Then we will share 1 secret method Through which you will
- make money with adsense



How To Grab Freelancing Projects?

**Creating Digital Marketing
Strategy Session**

Doubt Session

Course Duration- 3.5 Months
Course Fee - 25,000 /- (Including GST)

<https://www.achieversitsolutions.com/>



YOUR SUCCESS IS OUR GOAL

REASONS TO CHOOSE US

Achievers
IT Solutions
We build your Online Existence



Design Market
Scenario Courses



Industry
Trained Faculty



Targeted
Approach



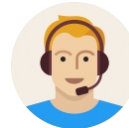
100%
placement Support



Live Project
Experience



Flexible Timings
& Approach



Lifetime Query
Assistance



Free Tools &
Software



Simple Step by
Step Process



Flexible Process
Fits Your Schedule



Done For You
Marketing
Frameworks



Doubt Sessions