



DIGITAL MARKETING TRAINING PROGRAM

**For Fresher, Working
Professionals and Entrepreneurs**

Learn how to market a business online just like Experts & Agencies do it.

Learn from real practitioners and not just trainers.

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www.digitraining.in

Courses and Duration:

— Weekdays Training Program Detail

- 2 months - [32 Hours (Classroom)]
- +100 Hours Live Projects
- Suitable for freshers looking to shape their career in Digital Marketing

— Weekend Training Program Detail

- 2 months - [32 Hours (Classroom)]
- +100 Hours Live Projects
- Suitable for freshers looking to shape their career in Digital Marketing

— Fast-Track Training Program Detail

- 10 Hours (Classroom-2 consecutive Sundays)
- +50 Hours Live Projects
- Suitable for Marketing Managers to build capacity to drive Digital Marketing projects, teams and external agencies.

— Corporate Training Program Detail

- Suitable for Institution & Corporate Training

1 Introduction to Online Marketing

Online marketing is a powerful tool for marketing/ promotion of products or services using the help of internet.

- Role of Marketing in Business.
- Components of Marketing & Omnichannel marketing.
- Understanding Digital Business Models.
- Introduction to Asymmetric Business Models.
- Digital tools for Value creation of your products.
- Digital Marketing Concepts.
- About Search Engine.
- Current trends in Digital Marketing.
- Tools & Techniques.
- Objective of Digital Marketing.

2 Building an Online Business

Online Business is any kind of business activity that happens over the internet. Running an online business can include buying and selling online.

- Importance of Online presence/website.
- Website Creation, Designing & Ranking.
- Domain, Hosting, Page Rank.
- Building a community of customers & fans.
- Use Email Marketing to convert visitors to buyers.
- Use Email Marketing to Convert visitors to buyers.
- Taking helps of search engines to Target Audience.
- Increase ROI through Upselling and Backend sales.
- Mobile Customer Service.

3 Search Engine Optimization (SEO)

SEO is the process of getting traffic on your website or web page in a search engine result page organically.

- About SEO, Types of SEO.
- On Page Optimization.
- Off Page Optimization.
- Web design for On-page SEO.
- Site analytics & Web Marketing Tips.
- Optimizing SEO Content.
- Keywords Research, Density.
- Search Engine Submission, Tools.
- Avoiding a Google Penalty.
- Advanced SEO Techniques.

4 Search Engine Marketing (SEM)/PPC

SEM/PPC is the entire set of techniques and strategies of digital marketing that generate more of visitors and conversions from search engine with the help of paid campaigns.

- Overview of SEM.
- Overview of PPC Campaigns.
- Campaign Managements.
- Strategy of PPC Campaigns.
- Types of Ads.
- Ad Creation Techniques.
- Building Landing Pages, Bidding, Bid strategies, Ad Extensions.
- Reporting & Analysis.
- Google Certification.

5 Social Media Marketing

SMM is a form of internet marketing tool that uses various different social media platforms to promote or sell its products or services online.

- Creating Brand Awareness
- Targeting the right audience in Social Media Platforms.
- Facebook, Campaigns, Bidding, Conversions, Analysis.
- LinkedIn, Campaigns, Bidding, Conversions, Analysis.
- Twitter, Campaigns, Bidding, Conversions, Analysis.
- YouTube, Campaigns, Bidding, Conversions, Analysis.

6 Online Reputation Management (ORM)

ORM is the act of making procedures that shape or impact people in general impression of an organization, individual or other element on the Internet.

- Introduction to ORM.
- Analyzing and dealing with Negative & Positive Mentions.
- Social Media Exposure.
- Local Listing (Optimization).
- Business Profile Creation and Reviews.
- Online Brand Enrichment.
- Online Reputation Monitoring.
- Effective Online Listening (Tools - Google Alert, TweetDeck, HootSuite).
- ORM Tools & Strategies.

7 Email marketing

Email Marketing is the act of sending a message, advertisements, request business or solicit sales or donation, and is meant to build loyalty, trust, or brand awareness.

- Introduction, Basics of Email marketing, Emails Template Creation.
- Call-to-action (CTA).
- Bulk emailing & Lead Generation.
- Sending the Right Message with Life-cycle marketing.
- Contact Management and Segmentation.
- The Components of a High-Performing Email.
- Email Design and Functionality.
- The Essentials of Email Deliverability.
- Measuring Success with Email Analytics.
- Email optimization and Testing.

8 Mobile Marketing

Mobile marketing is multi-channel online marketing technique focused at reaching a specific audience on their smartphone, tablets or any other related devices through websites, Email, SMS, and MMS.

- Mobile Marketing Basics.
- Promoting apps through Mobile Marketing.
- Mobile Marketing Strategies, Ads.
- App Marketing & App Monetization.
- Mobile Websites.
- Mobile Marketing Analytics.
- Social Media and Mobile Marketing.

9 Website planning & Creation

Website Designing encompasses several different aspects, including webpage layout, content production and graphic design. Possibly the most important part of a website is the navigation.

- Website Designing in Word Press.
- How to choose and buy domain.
- Web Hosting.
- Choosing related/relevant website template.
- Website Content & Plug-ins.
- Various Plugin's to install Making website live.
- Landing page creative.
- Template Design.
- Newsletter Design.

10 Understanding your Customers

Consumer behavior is the study of individuals, groups or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behaviors.

- Understanding consumers & their behavior.
- Product Life Cycle (PLC).
- Digital tools for persuading the consumer.
- Strategy for Creating Customer Awareness.
- Understanding your Customer's Assessment.

11 E-Commerce Marketing

E-commerce could be defined as buying and selling of products and services by businesses to customers through an Electronic/Digital medium network.

- Understanding of E-Commerce and Online Market.
- Understanding complete details of selling on an online platform.
- Learning the tricks of attracting & retaining visitors.
- Setup objectives on Ecommerce Implementation.
- Understanding customer transaction online.
- Detailed study of Customer and organization perspective.
- E-commerce Web Strategy.
- E-Commerce conversion Analytics.

12 Customer Relation Management

CRM is the well-known fact that "Customer is the king". It is all about managing all your company's relationships and interactions with your customers and potential customers.

- Understanding CRM and its Applications.
- Types of Customer Relation Management.
- Knowing the benefits of CRM to Companies and Consumers.
- Understanding the challenges and delivering services
- Executing the CRM best practices.
- Building long term relationship with customers and its importance.
- Customer retention, Consumer Value Management.

13 Affiliate Marketing

Affiliate marketing in simple terms could be described as the process of promoting other people's or companies' products or services on your platform and earning a commission on every sale that happens through the promotions on your platforms.

- Basics of Affiliate Marketing.
- Resources, top players and Strategies.
- Keyword research and Analysis.
- Choosing Products.
- Choosing Right Domains and Hosting's.
- Creating banners, promos, and discounts.
- Building an affiliate page using CMS.
- Email list and Auto Responder.
- Campaign Measurement and Tracking.

14 Google Analytics

Google Analytics holds the key to success for any business that has its presence on the Internet. Google Analytics is the process of collecting inputs and data of the actions and behavior of visitors to a website.

- Introduction of Google Analytics.
- Setup and Configuration of Google Analytics.
- Integration with Google Ads and Search Console.
- Overview of google analytics navigation.
- Learn how to create and analyze report.
- How to make data-driven decision.
- Google Ads and Analytics.
- Campaign setup in Google Analytics.

15 Entrepreneurial Success

Every Entrepreneur has some element of success in them, but who achieves the most are the ones who recognize their talent and make consistent effort to nurture them to achieve success.

- Introduction to Entrepreneurial Mindset.
- Building the Entrepreneurial Mindset.
- Introduction to Team Work.
- Managing/Marketing a Start-Up.
- Key Elements of an entrepreneurial venture & Elements of Venture Success.
- Challenges of hiring good resources.

16 Building A Start-Up Eco System

Entrepreneurship stands for the process of launching and developing a new business or a venture. The people who create these businesses are called as an Entrepreneurs.

- The Mind of the Entrepreneur.
- New Product Development (NPD).
- The Business Eco-System.
- Sales Strategy and Branding.
- Business Models.
- Marketing Models.
- Creating the Business Assessment.

17 Growth Strategies For Business

Common Types of growth strategies are market penetration, market expansion, product expansion, diversification, and acquisition but what perfectly fits a business is based upon the objectives and resources required to execute the strategies by the company.

- Business Growth.
- International Business & Marketing.
- Growth Strategies & Assessment.
- Market Penetration.
- Market & Product Expansion.
- Diversification.
- Acquisition.

18 Viral Marketing

Viral Marketing is a marketing technique which focuses on spreading information and opinion about the product or services for an individual to individual using social media networks and other digital marketing platforms.

- Introduction & Successful storytelling.
- Knowing who to tell stories (Target Audience).
- Facebook - Build your lead flow.
- You Tube - Going viral overnight.
- Let your content do the marketing.
- Converting & Analyzing your traffic.
- Types of Viral Marketing - Buzz marketing, Passlong, Incentive Viral, Undercover marketing, User managed database.

19 Introduction to Public Relation

Digital marketing has made the role of PR for a company a lot more important. No involvement or activities of PR on Social Media or other digital platforms could even kill the reputation of the business, therefore, making it as an important aspect for company's image in the market.

- Introduction to Public Relation.
- Public Relations Research.
- Public Relation Campaigns.
- Social Media in Public Relation.
- PR basics, models & Approaches.
- PR Management function & assessment.
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20 Strategic Management

It is about the strategies that managers carry to achieve better performance. It involves setting objectives, analyzing the internal organization, evaluating strategies and ensuring that management rolls out the strategies across the organization.

- Strategic Management & It's Evolution.
- Strategic Formulation.
- Strategy Implementation.
- Industry & Competitive Analysis.
- Resource & Competency Analysis.
- Analyzing strategy across corporate & business levels.

21 Conversion Rate Optimization

What if you could do something to recover those lost sales & leads? You should know what's responsible for your low conversion rate, and how to solve it, so you can improve your E-commerce conversions, boosting your sales and revenue.

About CRO

- UI/UX with respect to conversion funnel.
- High-performance landing pages.
- AB testing Methodology & Implementation.
- Project Master Planner - Tracking & control.
- E-commerce Analytics, CRO analytics consolidated.
- E-commerce personalization.
- Strategy for CRO.

22 Lead generation for Business

Lead generation describes the marketing process of stimulating and capturing interest in a product or service for developing a sales pipeline.

- Conversion funnel assessment & recommendations.
- Ads placement & budget utilization as per the defined objective.
- Redefining the paid and organic campaign in terms of relevance, reach, engagement & conversion.
- Defining Key goals and metrics.
- Remarketing & Personalization Implementation.
- Campaign analytics, assessment, and optimization in terms of CPL, etc.

23 Content Marketing Strategy

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience and, ultimately, to drive profitable customer action.

- Introduction to content marketing (CMS).
- Content Marketing Tools, Implementations and Strategies.
- Content Distribution.
- Measuring & Marketing.
- Content to Audience Mapping.
- Content strategy for Conversion funnel implementation.

24 Influencer & Blog Marketing

Influencer marketing is a type of marketing that focuses on using key leaders to drive your brand's message to the larger market. Rather than marketing directly to a large group of consumers, you instead inspire/hire/pay influencers to get out the word for you. Blog marketing is any process that publicizes or advertises a website, business, brand or service via the medium of blogs.

- Influencer & Blog Marketing overview.
- Influencer Marketing process and strategic fit.
- Blog Marketing methodology and Implementation.
- Aligning influencer and blog marketing to conversion funnel.
- Case Study for Influencer & Blog Marketing.

25 Marketing Automation

Marketing Automation enables the perfect sync of automation tools to carry out digital marketing at multiple platforms with less manual application and thus makes it more precise and relevant. The automation process is powered by inbuilt integration with other analytics platforms enabling it to perform effective campaigns.

- All about Marketing Automation.
- Lead Engagement, Nurturing and Conversion.
- Automated campaigns.
- Value addition to the Customer life cycle.

26 Job Assistance & Placements

The most important part of this training program is to find the correct job to shape your career in the right direction. You will have a distinguished edge among all job seekers with our robust training and there will be a very high conversion rate as the employers have recognized our training as the best in the country.

- Resume Assistance.
- Interview questionnaire.
- Mock GD/PI.
- Profile sharing to potential employers and recruitment firms.
- Placing for job interviews.



"I had quite a good experience with "Digitraining" especially the service and support I received from them. My coordinator, Umesh, was very helpful. I always used to get a quick response from him, in case of problems. In terms of content, my course is a certificate course in digital marketing that contains 10 modules & every module has assignments that we need to take."



"Digitraining really helped me to focus my career in the digital marketing field. Under the direction of Umesh, I gained a lot of visibility on the different modules such as SEM, SEO, PPC, content marketing, etc. In addition to classroom training, the one-month internship was a great way to apply the concepts in real time. He has helped a lot in understanding the market demands and challenges that a digital marketer can face"



"Thank you for the great support. I feel really grateful and have discovered a great source of encouragement and inspiration. I learned to completely improve my career, from zero marketing knowledge to digital marketing professionals. I recommend to Mr. Umesh and his institution "Digitraining" to bring to everyone the next success of his growth. Join him with him to learn, ideas, materials and latest trends for your career."



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