



Digital Marketing Course

Learn From The Experts



Who Can Join?



Business Owners/Entrepreneurs who want to attract more customers online and really want to learn Practical Strategies right from Email Marketing to Advance PPC Marketing to grow their business.



If you are a Student or a Job Seeker, here comes a great opportunities to excel in the field of Digital Marketing. Start a Job or start your own Online Business.



If you are a Marketing or Sales Employee, I.T person, social media marketer, website or Graphic Designer, you can join this advance course & complement your skills with Digital Marketing.

Course Modules:

- ✓ M 01 : Digital Marketing Fundamentals
- ✓ M 02 : Website Planning
- ✓ M 03 : Facebook Marketing
- ✓ M 04 : Google Ads and PPC Advertising
- ✓ M 05 : YouTube and Video Marketing
- ✓ M 06 : E-mail Marketing for Business
- ✓ M 07 : Lead Generation & Marketing Automation
- ✓ M 08 : eCommerce and Payment Gateway
- ✓ M 09 : Remarketing Strategies – Advance Level
- ✓ M 10 : Google Plus for Business
- ✓ M 11 : LinkedIn and Twitter Marketing
- ✓ M 12 : Google Analytics and Search Console
- ✓ M 13 : Search Engine Optimization (SEO)
- ✓ M 14 : Affiliate Marketing & Google AdSense
- ✓ M 15 : Practical Assignments
- ✓ M 16 : Certifications Program Training

Module 1 : Digital Marketing Fundamentals

- ✓ Section 01 : Marketing v/s Sales
- ✓ Section 02 : Marketing Mix and 4 Ps
- ✓ Section 03 : What is Digital Marketing
- ✓ Section 04 : Inbound vs Outbound Marketing
- ✓ Section 05 : Content Marketing
- ✓ Section 06 : Understanding Traffic
- ✓ Section 07 : Understanding Leads
- ✓ Section 08 : Strategic Flow for Marketing Activities

Module 2:

Website Planning

- ✓ HTTP & WWW
- ✓ Domains
- ✓ Buying a Domain
- ✓ Website Language & Technology
- ✓ Core Objective of Website and Flow
- ✓ One Page Website
- ✓ Strategic Design of Home Page
- ✓ Strategic Design of Products & Services Page



Module 3 : Level 1 Facebook Marketing Fundamentals

- ✓ Profiles and Pages
- ✓ Business Categories
- ✓ Creating Facebook Pages
- ✓ Page Info and Settings
- ✓ Facebook Page Custom URL
- ✓ Invite Page Likes
- ✓ Featured Video
- ✓ Pin Post and Highlights
- ✓ Scheduling Posts
- ✓ Facebook Events
- ✓ Reply and Message
- ✓ Facebook Insights Reports
- ✓ Competitor's Facebook Page
- ✓ Ban User on Facebook Page
- ✓ Watch Party
- ✓ Facebook Groups

Module 3 : Level 2 Facebook Marketing Fundamentals

- ✓ Defining Ad Objective
- ✓ Performance Matrix
- ✓ Ad Components
- ✓ Designing Creative Image
- ✓ Facebook Ad Structure
- ✓ Setting Up Facebook Ad Account
- ✓ Create Ad - Targeting
- ✓ Create Ad - Budgeting
- ✓ Create Ad - Creative
- ✓ Content and CTA
- ✓ Boosting Page Posts
- ✓ Page Promotion
- ✓ Video Promotion
- ✓ Similar Ads and Audiences
- ✓ Tracking Pixels Code
- ✓ Remarketing - Website Visitors
- ✓ Custom Audiences & Look-a-Like
- ✓ Managing and Editing Ads
- ✓ Ad Reports and Ad Insights
- ✓ Billing and Account

Module 4 : Level 1 Google Ads Basics

- ✓ Understanding Ads
- ✓ Google Ad Types
- ✓ Pricing Models
- ✓ PPC Cost Formula
- ✓ Ad Page Rank
- ✓ Billing and Payments
- ✓ Ads User Interface
- ✓ Keyword Planning
- ✓ Keywords Control
- ✓ Creating Ad Campaigns
- ✓ Creating Text Ads
- ✓ Creating Ad Groups
- ✓ Bidding Strategy for CPC
- ✓ Practical Examples

Module 4 : Level 2 Google Ads

Intermediate

- ✓ PPC, CPM, CPA
- ✓ Other Measuring Tools
- ✓ Bidding Strategy on Location
- ✓ Bidding Strategy on Schedule
- ✓ Bidding Strategy on Devices
- ✓ Conversion Tracking Code
- ✓ Designing Image Ads
- ✓ Creating Animated Ads
- ✓ Examples on Animated Ads
- ✓ Creating Video Ads
- ✓ YouTube Video Promotion
- ✓ Hi-Jack Competitor's Video Audience
- ✓ Practical Examples

Module 4 : Level 3 Google Ads Advance Level

- ✓ Remarketing Strategies
- ✓ Remarketing Rules
- ✓ Remarketing Tracking Code
- ✓ Linking Google Analytics
- ✓ Designing Remarketing Images
- ✓ Shared Budget
- ✓ Google Ads Editor Software

Module 5 : Level 1 YouTube Marketing Fundamentals

- ✓ Google Pages for YouTube
- ✓ Channel
- ✓ Verify Channel
- ✓ Webmaster Tool – Adding Asset
- ✓ Associated Website Linking
- ✓ Custom Channel URL
- ✓ Channel ART
- ✓ Branding Watermark
- ✓ Featured Contents on Channel
- ✓ Channel Main Trailer
- ✓ Uploading Videos
- ✓ Uploading Defaults
- ✓ Creator Library
- ✓ Practical Examples

Module 5 : Level 2 YouTube Marketing Advance

- ✓ Channel Navigation
- ✓ Video Thumbnail
- ✓ CTA – Annotation
- ✓ CTA – Extro
- ✓ CTA – Cards for Mobile
- ✓ Redirect Traffic to Website
- ✓ Post Upload Enhancements
- ✓ Live Broadcasting
- ✓ Managing Playlists
- ✓ Managing Comments
- ✓ Managing Messages
- ✓ Monetization with Adsense
- ✓ Paid Youtube Channel
- ✓ Channel Analytics
- ✓ Real Time Analytics

Module 6 : Email Marketing

- ✓ Email Machine – The Strategy
- ✓ Email Frequency
- ✓ Why People Don't Buy
- ✓ Triggers in Email using 4Ps
- ✓ Sequence of Email Triggers
- ✓ Email Software and Tools
- ✓ Planning Email Campaign
- ✓ Email Templates and Designs
- ✓ Segmentation Strategy
- ✓ Segmentation Lists
- ✓ Auto-Responder Series
- ✓ Triggering Auto – Responder Emails
- ✓ AutoResponder Actions

Module 7 : Marketing Automation

- ✓ Marketing Automation Tools
- ✓ Email Campaigns
- ✓ Email Autoresponder
- ✓ SMS Autoresponder
- ✓ Creating Landing Page
- ✓ Landing Page CTA
- ✓ Lead Generation Strategy
- ✓ Capturing Leads from Sources
- ✓ Website Widgets
- ✓ Lead and List Management
- ✓ CRM Integration
- ✓ Sales Integration
- ✓ Products Integration
- ✓ Business Reporting
- ✓ Lead Source Link Building
- ✓ Lead Tracking Features
- ✓ Complete Automation Strategy

Module 8 : Ecommerce and Payment Gateway

- ✓ eCommerce Business
- ✓ Planning eCommerce Website
- ✓ Product Placements
- ✓ Product Grouping
- ✓ Promoting eCommerce Website
- ✓ Remarketing Products
- ✓ Understanding Coupon System
- ✓ Appointing Affiliates for Products
- ✓ Cross/Up/Down Selling
- ✓ Payment Gateway in India
- ✓ Application and Documentation
- ✓ Collecting Online Payment
- ✓ Web Store using Payment Gateway
- ✓ Web Fronts using Payment Gateway
- ✓ Invoice Payments through Emails
- ✓ SMS Invoice Payments
- ✓ Integrating Payment Gateway
- ✓ Payment Links and its Promotion
- ✓ Affiliates for Payment Links

Module 9 : Google Analytics and Search Console

- ✓ Web Analytics
- ✓ Integrating with Website
- ✓ Measurement Metrics
- ✓ Accounts and Profiles
- ✓ Analytics Reporting
- ✓ Sorting, Filter and Time Chart
- ✓ Audience Segmentation
- ✓ Traffic and Behavior Reports
- ✓ Remarketing Audiences
- ✓ Goals and Conversion Reports
- ✓ Google Webmaster Tool
- ✓ Setting up Tool for SEO
- ✓ Adding and Managing Assets
- ✓ Integrating WebMaster Tool
- ✓ Site Map and Site Links
- ✓ Search Traffic and Links
- ✓ Google Indexing
- ✓ Managing Crawl Errors
- ✓ Managing Security Issues

Module 10 : Search Engine Optimization

- ✓ Understanding SEO
- ✓ SEO Keyword Planning
- ✓ Meta Tags and Meta Description
- ✓ Website Content Optimization
- ✓ Back Link Strategies
- ✓ Internal and External Links
- ✓ Optimizing Site Structure
- ✓ Keywords in Blog and Articles
- ✓ On Page SEO
- ✓ Off Page SEO
- ✓ Local SEO
- ✓ Mobile SEO
- ✓ eCommerce SEO
- ✓ Optimizing with Google Algorithms
- ✓ Using Webmaster Tool
- ✓ Measuring SEO Effectiveness

Module 11 : Affiliate Marketing

- ✓ Understanding Affiliate Marketing
- ✓ Sources to Make Money Online
- ✓ Selecting Affiliate Program
- ✓ Applying for an Affiliate
- ✓ Building Assets for Affiliate
- ✓ Promotion
- ✓ Payments and Payouts
- ✓ CPC, CPA, CPI and other metrics
- ✓ Getting Most Conversions
- ✓ Day to Day Work Scheduling
- ✓ Managing Affiliate Accounts

Module 12 : Exams and Certifications

- ✓ Section 01 : Registering Google Certification Program (Free)
- ✓ Section 02 : Training for Google Ads Certification
- ✓ Section 03 : Training for Google Analytics Certification
- ✓ Section 04 : Training for Google Video Advertising Certification
- ✓ Section 05 : Sample Test Papers for Google Certification Examination
- ✓ Section 06 : Exams are in MCQ Format

Module 13 : Case Studies and Practical Assignments

We will share case Studies and Advance Strategies.

We will also give you Practical Assignments for Website, Ad Designing, Email Content Writing, Affiliate Promotions, SEO and many more.

So that you not only learn Digital Marketing but you can actually implement Digital Marketing Strategies for your or your client's business.



Thank You

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