THE BRANDING THEORY

ADVANCE DIGITAL MARKETING COURSE WITH 100% JOB PLACEMENT

OUR FEATURE

PRACTICAL TRAINING

20+ CERTIFICATION

100% PLACEMENT ASSISTANCE

ONLINE CLASSES

LIFE TIME ACCESS

FLEXIBLE CLASSES

Who Can Do Digital Marketing T R A I N I N G ?

Students

Businessmen

Startups

Working Professionals

DIGITAL MARKETING MODULES

1 Introduction of Digital Marketing

- What is digital marketing?
- Importance of digital marketing
- Difference between traditional and digital marketing
- Detail knowledge of digital marketing
- Understanding marketing process
- Digital marketing strategy
- Inbound & Outbound marketing
- How to conduct a competitive analysis?
- Case studies on digital marketing strategies

2 Search Engine OptImization(SEO)

- What is SEO?
- Type of SEO
- Black Hat SEO
- White Hat SEO
- Local SEO
- On-Page SEO
- Off-Page SEO
- Technical SEO
- How Search Engine Works
- Link Building
- keyword research
- How to Choose the Best keywords

DIGITAL MARKETING MODULES

3 On-Page SEO

- SEO Audit Report
- Page Title
- Meta Description
- Meta Keywords
- Heading Tag
- URL Suggestions
- Canonical Tag
- Meta Tag
- Sitemap.xml
- Robots.txt
- Anchor text
- keyword Density
- Compression
- Images and Alt Text
- Internal Link Building
- 301 Redirect
- 302 Redirect
- 404 Error
- Schema markups
- Structure Data
- Optimization of JS & CSS

4 Off-Page SEO

- Link Building in Detail
- Directory Submission
- Social Bookmark Submission
- Image Submission
- Articles Submission
- Profile Creation Submission
- PPT Submission
- PDF Submission
- Classified Submission
- Search Engine Submission
- Q/A Submission
- Blog Submission
- web2.0 Submission
- Posting to Forums
- Comment Submission
- Press Release Submissions
- Forum Link Building
- Infographic Submission

SEO TOOLS

DIGITAL MARKETING MODULES

5 Google Analytics

- Introduction to Google Analytics
- Essential Google Analytics Reports
- Installing Google Analytics Tracking on website
- Features of Google Analytics
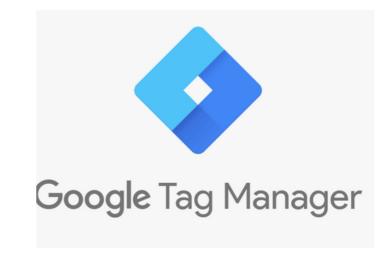- Traffic & Behaviour Reports
- How to setup Goals

6 Google Search Console

- Introduction to Google Search Console
- Installing Google Search Console
- Features of Google Search Console

7 Google Tag Manager

- Introduction to Google Tag Manager
- Installing Google Tag Manager
- Features of Google Tag Manager

DIGITAL MARKETING MODULES

8 Social Media Manager (SMO)

- What is Social Media
- How it is Different from Other Channels
- Popular Social Media Platform
- Facebook Marketing
- Importance of Facebook Marketing
- Facebook Page Creation
- Facebook Ads
- Type of Facebook Ads
- Instagram Marketing
- Twitter Marketing
- Introduction of Twitter
- Linkedin Marketing
- Linkedin Features
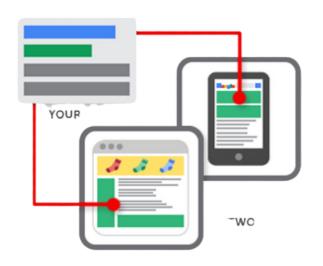- Create LinkedIn Page

9 Google Ads

- Google Ads Overview
- Understanding Inorganic Search Result
- Introduction to Google Ads Signing up for Google
- Ads Algorithm
- Click-Through-Rate (CTR)
- How to Create Search Campaign
- Google Ads types.
- Introduction to Search Ads
- Google Ads Search (PPC) Advertising
- Search Campaign Practices
- Creating campaign
- Creating Ad groups
- What is Bid

DIGITAL MARKETING MODULES

10 Shopping Ads

- Google merchant centre
- Shopping Ads campaign
- Dynamic remarketing ads
- Shopping campaign practices

11 Google Display Ads

- Introduction to Google Display Network
- Launching Display campaign
- Display campaign creation
- App install campaign
- Reach potential customer through Display Network

12 Google Search Ads

- Dynamic and Professional Ads
- Call only Campaigns
- Conversion Tracking method
- Campaign Analysis
- Advance Bid management

13 Blogging

- Introduction to Blogging.
- Blogging Best Practices
- How to viral your Blog

DIGITAL MARKETING MODULES

14 Email Marketing

- Introduction Email Marketing
- Overview Email Marketing
- How to write effective and attractive mails
- E-mail strategies
- E-mail marketing tools
- HTML mailer
- Email Content
- How to Improve Your Email Marketing
- Content Spam Checking
- Mail Chimp Dashboard Live Campaign
- A/B Tested Examples of Email Creative
- How to Generate Conversion Tracking Code

15 Lead Generation

- What is Lead Generation
- Understanding Lead generation for business
- Why Lead generation is important
- Understanding Landing Pages
- Best practices of Lead generation
- What is A/B testing?
- How to do A/B testing
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing

DIGITAL MARKETING MODULES

16 Content Marketing

- Introduction to Content Marketing
- Definition of Content Marketing
- Goals of Content Marketing
- Creating content ideas for business
- Content Marketing Strategy Need of Content Marketing
- Content Marketing Management
- Social Content Marketing Blogging Guide

17 Mobile Marketing

- Introduction to Mobile Marketing
- User Facts Indian Scenario
- Mobile Marketing Platforms
- Converting to Mobile Websites Visibility Planning
- MOBILE MARKETING App Marketing
- Website & Apps Via Tools
- App Submission to Google Play Store
- App Submission to App Store for Apple

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DIGITAL MARKETING MODULES

18 E-commerce Marketing

- Introduction to E-commerce Marketing
- Overview of E-commerce
- Fundamentals of Amazon and Flipkart platform
- Marketplace Selling
- Payment Gateways Logistic partners
- Search Box Featured Product & Related Product
- Advertising

19 Online Reputation Management

- What is Online Reputation Management
- Get alerted every time someone mention's your company online
- How t o Handle Negative Customer
- Reviews Strategies
- To Remove Negative Reviews Online
- Removing Negative Reviews
- Google Business Reviews
- Trust pilot reviews
- Strategies To Get Positive Reviews

20 Affiliate Marketing

- Affiliate Marketing Introduction
- Finding Affiliate Products To Promote On Your
- Site Affiliate Marketing Promotion Strategies
- How to promote Affiliate products using Paid Ads
- Making Money From Affiliate Marketing
- Amazon Affiliates

DIGITAL MARKETING MODULES

21 Inbound Marketing

- Introduction to Inbound Marketing
- Inbound Marketing Actions
- Need of Inbound Marketing
- Types of Inbound Marketing
- Initiating Inbound Marketing
- What is Marketing Automation?
- How Marketing Automation Helps
- A/B Testing
- Life Cycle Email
- Drip Email Campaign

Inbound

Creating content that will naturally attract people to your brand.

22 Google AdSense

- What is Adsense?
- How to get approved for adsense?
- Cool trick to get adsense approval by Google
- Types of Affiliate Marketing
- Making Money using Affiliate Marketing
- Popular Affiliate Networks
- Freelancing Business Strategies

23 Graphic Designing

- Graphic designing fundamentals
- Designing online documents
- Create amazing posters
- Canva

DIGITAL MARKETING MODULES

24 Video Marketing

- What is video marketing?
- Importance of video marketing
- Creating explainer video
- Learn different method of making videos

25 Marketplace

- What you'll learn
- Sell physical products on Facebook using local Facebook groups
- Use Facebook Marketplace to grow sales
- Sale digital products using global Facebook groups
- Make sales within 24 hours in some Facebook groups
- Google Marketplace

26 Freelancing

- Freelancing Career Basics
- Setting Up Profiles On Freelancing Sites
- How To Pitch Clients On Freelancing Sites
- Best Tips To Win Jobs On Freelancing Sites
- Using Facebook Groups To Win Digital Marketing
- Projects
- Writing A Resume That Gets You Jobs How To
- Dress For Your Interviews
- How to prepare for your interviews Attend

DIGITAL MARKETING MODULES

27 YouTube Marketing

- Making money with YouTube.
- Video Ads on Google Ads
- Create video and library
- Creating YouTube channel
- Real time analytics

28 Online Money Making

- Different methods to generate money online
- How to search your Niche
- Affiliate Marketing models
- Earning with Google Adsense
- Retargeting
- Product Orders
- Drop shipping Hacks

29 Digital Marketing Strategies

- How to Start a Digital Marketing Agency
- Where do I get my clients to form places and areas
- to look for?
- Approach and Strategies to Convert your
- prospective clients
- How to Pitch to your clients, prove Digital Marketing
- is superior
- Business Extensions with Upsell & Selling multiple products
- Target Oriented Marketing Impress with Analytics

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DIGITAL MARKETING MODULES

30 Marketing Automation

- Introduction to Marketing Automation
- Tools of Marketing Automation
- Automation techniques using marketing
- Automation tools User
- Perspective training on a few major one's Zoho enterprise, salesforce
- Market Deep know
- How on leadsquared (sales & Marketing CRM)
- Overview of Chatbot Apps

31 Doubt Session

- Relax
- Solve Your Problems

32 Case Study Discussion

33 Internship

34 Interview Preparation

35 Resume Creation

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CERTIFICATIONS OF COURSES

Congratulations!

Google Ads Display Certification
Completed by Raman Tayal on October 22, 2022

Google recognizes your mastery of the fundamentals of developing and optimizing effective Google Display campaigns.

Google Digital Garage

Your Name Here

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam on 24/01/2019

President – Google EMEA   CEO – IAB Europe

Congratulations!
Benjamin Mangold

Completed
Google Ads Search Certification
on October 23, 2019

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.

Completed
Google Ads Video Certification
on April 10, 2020

Google recognizes your mastery of the fundamentals of reaching audiences using YouTube and Google Video ad solutions.

Priyanka Alonne
HAS COMPLETED

Messenger: Connect and Communicate With Customers

AS PART OF THE
BLUEPRINT eLEARNING PROGRAM
December 10, 2017

Congratulations!

Shopping ads Certification
Completed by Priya Dogra on June 22, 2022

Google recognizes your mastery of the fundamentals of creating and customizing effective Shopping campaigns.

Digital Advertising Certified

Stefano Salustri

The bearer of this certificate is hereby deemed to be knowledgeable and skilled in digital advertising. They have been tested on the content and best practices and have an understanding of digital advertising."

Valid from: May 1 2021 - May 31 2022

HubSpot Academy   CEO Yamini Rangan

Accredited Professional | **bing Ads**

This certificate is awarded to

YOUR NAME

in recognition of your Bing Ads Accredited Professional status.
March 02, 2013

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THE BRANDING THEORY

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