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DIGITAL MARKETING TRAINING INSTITUTE™

ADVANCE DIGITAL MARKETING DIPLOMA (ADMD)

Module 1 : Search Engine Optimization

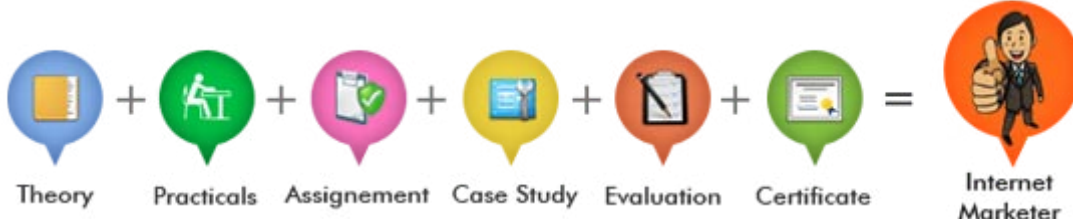
<p>ON-PAGE OPTIMIZATION</p> <ul style="list-style-type: none"> - Meta Tags Optimization - Canonical Tag Implementation - SWOT analysis of website - Heading Tags in Contents - Description tag imp - KEYWORD RESEARCH - Keyword Proximity, Density, Analysis 	<ul style="list-style-type: none"> - Header Keyword Optimiz - Footer Keyword Optimiz - Image Optimization - Image Alt Tags - Google Sitemap Creation - Web Page Weight / Rank - Internal Link Building - Robots file Optimization - Anchor Text - URL renaming/re-writing - Website Audit 	<p>OFF-PAGE OPTIMIZATION</p> <ul style="list-style-type: none"> - Submission to Search E - Directory Submission - Deep Linking - InBound Links - Blog Submission - Book Marking - Article writing/directory - Article Submissions - Classified submissions 	<ul style="list-style-type: none"> - Forums - Social Bookmarking - Press Release - Press release Submission - Directory Links : - One Way Link building - Two Way Link building - Three Way Link building - SITE MAPS - Sitemap Creation - XML Sitemap 	<ul style="list-style-type: none"> - Competitor Analysis - HTML, Logo & its Importance - Copyrighting - Call to Action - Copy-scape - Duplicate Content Issues - Coding Standards - Usage of all Tags - W3C Validation - Free Backlinks Creation
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Module 2 : Social Media Marketing & Optimization

<p>SOCIAL MEDIA OPTIMIZATION & MARKETING</p> <p>Types of social media / Key terms to understand How Social Media influences audience & Google Developing unique content, positioning and voice Integrating social media into your website and blogs How to choose right social media for your business/brand. Behavioural & cultural standard for Social Media. Linking all Social Media Accounts.</p>	<p>YOU TUBE Marketing</p> <p>Video optimization Promoting on YouTube Monetization Seo for Youtube Youtube Analytics</p> <p>SLIDESHARE PINTEREST INSTAGRAM</p>	<p>FACEBOOK MARKETING</p> <p>Create Marketing & Advertising How to Promote Facebook pages Advertise on Facebook(PPC) Creating FAN-Page for Business Setting up Campaigns Creating Advertisements Managing & Promoting Posts Targeting the Right Audience In-page Analysis / Analytics</p>	<p>LINKEDIN</p> <p>Marketing on LinkedIn Advertise on LinkedIn Using LinkedIn for business</p> <p>GOOGLE PLUS</p> <p>Using Google Plus for Businesses, Hangouts.</p> <p>TWITTER MARKETING</p> <p>Using twitter for business</p>
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Module 3 : Google Adwords & Google Certification Training

<p>PPC TRAINING INTRODUCTION</p> <p>What is Pay per Click Marketing Importance & Benefits of PPC Other Pay-Per-Click Providers What is Google AdWords ? How to set up PPC Campaign</p> <p>GOOGLE ADWORD NETWORKS</p> <p>Search- Searching on Google (.Com, .in, .ph etc.) Search Partners- (AOL, Earthlink, Powered by Google, Site Search/</p> <p>SET-UP PPC CAMPAIGN</p> <p>PPC campaign Navigation</p>	<p>Use Multiple Account</p> <p>"CLICK-THROUGH-RATES" CTR</p> <p>What is Impression? What is "Cost/Conversion"? What is Tracking Code?</p> <p>WHAT IS KEYWORD RESEARCH ?</p> <p>Diff between SEO & PPC keywords Keywords popularity, Search Volume Categorize Keywords in Ad groups Keyword Types:Broad, Exact, Phrase</p> <p>CREATE EFFECTIVE ADS AD GROUPS</p> <p>Measurement of Title,Desc URL, Ad that produce better ROI</p> <p>WHAT IS BIDDING ?</p>	<p>WHAT IS QUALITY SCORE ?</p> <p>How Quality Score Effect on Bids? How to Increase Position on Search?</p> <p>BID FOR AD POSITION/ BID MANAGEMENT</p> <p>User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding</p> <p>WHAT IS LANDING PAGE ?</p> <p>Ads versus Landing Page 'Calls to Action'/Cost/Conversion</p> <p>MOBILE MARKETING VIDEO MARKETING</p>	<p>DISPLAY NETWORK CAMPAIGN</p> <p>(Creating Image/Video /Text/Flash Banner) Navigation through Menus Home/Campaigns/Opportunities/ Tools & Analysis, Billing Account</p> <p>REMARKETING</p> <p>Using MCC (My Client Centre) MERCHANT CENTRE CAMPAIGN PERFORMANCE REPORTS Keywords Performance Reports Ad Performance Reports</p> <p>GOOGLE CERTIFICATION Support</p>
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Module 4 : Google Analytics			
<p>Introduction to Web Analytics</p> <p>WHAT IS WEB ANALYTICS</p> <p>Purpose of analytics in Internet Marketing</p> <p>Admin Interface</p> <p>Setting up an accounts and Web properties</p> <p>Managing account / Users</p>	<p>Google Analytics Interface</p> <p>Home Tab /Realtime Data</p> <p>DASHBOARD</p> <p>Widgets / Customize dashboard</p> <p>Intelligent Events/Shortcuts</p> <p>Date selection and comparison</p> <p>EXPORTING REPORTS/ EMAILING REPORTS</p>	<p>ADVERTISING ANALYTICS</p> <p>ADWORDS DATA ANALYSIS</p> <p>Keywords/Keyword Positions</p> <p>Traffic Sources</p> <p>Overview of Traffic sources</p> <p>Sources / Direct Search</p> <p>Organic / Keywords Analysis</p> <p>Paid / Referral</p>	<p>SEO (WEBMASTER TOOLS)</p> <p>Social /Content Analysis</p> <p>Site content /Speed/Search</p> <p>Events /Experiments</p> <p>Inpage Analytics</p> <p>CONVERSION TRACKING</p> <p>Goals / Calculating the ROI</p> <p>Custom reporting</p>
Module 5 : Mobile Marketing		Module 6 : Affiliate Marketing	
<p>MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. PPC is largely results driven, making clear goal setting and documentation mission critical. Adwords mobile marketing and PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. Marketing on Mobile apps is a very important marketing tool that you are taught. There are a number of factors that you must consider in the early stages of your app marketing, including branding, keywords, and competition. You learn to market on Android as well as IOS platform.</p>		<p>AFFILIATE MARKETING</p> <p>Affiliate marketing has just started in India contrarily to what it is in United States. Generate leads or bring in potential customers for business online & get paid. Earning opportunity in affiliate marketing is unlimited. At DMTI you will learn how to do affiliate marketing. How to use Flipkart, Amazon, Jabong - affiliate codes on your website or blog ..etc. GOOGLE ADSENSE :Why is the internet biggest source of information? Do you think that people just publish a blog or provide piece of information for nothing? Google through which you can earn money by placing ads on your blog/website.</p>	
Module 7 : Email Marketing		Module 8 : O R M	
<p>EMAIL MARKETING</p> <p>EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.</p>		<p>ONLINE REPUTATION MANAGEMENT</p> <p>ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or business's. The advancement of internet and social media use, along with reputation management companies, have made it primarily an issue of search results. You learn how to remove and over lap the negative complaints or using SEO tactics to influence results and much more.</p>	
Module 9 : Google Webmaster Tools		Module 10 : Digital Mktg Strategies	
<p>GOOGLE WEBMASTER TOOLS</p> <p>Search Console</p> <p>What is Webmaster Tools</p> <p>Site working on Search Console</p> <p>Refine personal & site settings</p> <p>Manage & Monitor your site</p>	<p>Search Traffic</p> <p>Google Index</p> <p>Crawl & Fetching your site</p> <p>Submitting your verification code</p> <p>Testing Robot.txt & Sitemaps</p> <p>Security - Check for errors</p>	<ol style="list-style-type: none"> 1. How to Start a Digital Marketing Agency 2. Where do I get my clients from, places and areas to look for ? 3. Approach and Strategies to Convert your prospective clients 4. How to Pitch to your clients, prove Digital Marketing is superior 5. Target Oriented Marketing - Impress with Analytics 6. Business Extensions with Upsell & Selling multiple products 	
Module 11 : INFORGRAPHICS		Module 12 : Creating a Blog	
<p>CONTENT MARKETING WITH INFOGRAPHICS</p> <p>Infographics CONTENT MARKETING are a visually compelling communication medium that done well can communicate complex data ! Why Infographics for your Content Marketing Strategy ? An Infographic that is linked and compelling by its nature will drive traffic to your website and blog as people "share" & "click". A visual format that is potentially viral. They take deep data and present it in a visual shorthand.</p>		<p>USING WORDPRESS FOR CREATING A BLOG</p> <p>Responsive Website</p> <p>Mobile, Tablet & Desktop Compatible</p> <p>Easily build a blog on WordPress</p> <p>Customizable, Mobile-ready designs and themes</p> <p>With hosting and support</p>	
Module 13 : VIRAL Marketing - #Tag		Module 14 : LIST Building Techniques	
<ol style="list-style-type: none"> 1. Introduction to HASHTAGS 2. How to Use Hashtags for Your Business 3. How to Create Hashtags - The Basics 4. Research Trending Hashtags 5. Find Hashtags Related to the Main Keyword 6. Hashtags on Twitter for lead generation 7. Speed It Up - Tools to Detect Hashtag strength 8. Hashtags on Facebook to generate traffic 9. Track Your Hashtag Impact 		<p>LIST BUILDING TECHNIQUES</p> <p>Introduction To Your List Building Tools</p> <p>How To Design Your Squeeze Page For Maximum Conversions</p> <p>Split Testing Your Squeeze Pages</p> <p>Setting Up Your Broadcast Schedule</p> <p>Launching Your List Building Campaign</p> <p>List Building Resources - A Swipe File</p> <p>Conclusion</p>	

Module 15 : WhatsApp Digital Mktg

1. Whatsapp Marketing for Business
2. Communicate better using texts, images, audio and video
3. Increase audience engagement
4. Reinforce credibility by providing immediate customer support
5. Build long-term-relationships & create loyal brand advocates
6. Evoke prompt customer response by proper CTA utilization

Module 16 : LIVE STREAMING

- Boost Your Business using Live Streaming. Learn how to use it for your marketing needs. Easy-to-understand step by step approach.
1. Learn to use Live Streaming for Online Branding
 2. Configuring Broadcast settings
 3. Different types of Broadcast
 4. Create a Scope
 5. Promote & Interact with your Viewers

Module 17 : LEAD GENERATION BIZ

Generating Leads is like the cheese of online marketing. Every businessman wants leads to his business and if you looking for the same, this training series will teach you how to get lots of leads from all directions.

1. Learn to use Live Streaming for Online Branding
2. Configuring Broadcast settings
3. Different types of Broadcast
4. Create a Scope
5. Promote & Interact with your Viewers

Module 18 : Top #5 Digital Marketing Tools

Learn the Tools you need to get your online business up & running

- #1 TOOL Learn SOCIAL MEDIA MANAGEMENT SYSTEM for brand management
- #2 TOOL LEARN an Image Manipulation Program
- #3 TOOL Create Professional looking Newsletters & MAIL Responders
- #4 TOOL Make beautiful Videos using your photos & videos using Special Effects
- #5 TOOL Learn a LEAD Generation Tool - to get more Conversions

ADMD COURSE IS IDEAL FOR :

- MBA Marketing & Marketing heads
- Media Advertising Professionals
- Entrepreneurs & CEO's
- Business Development Managers
- Free-lancers, Bloggers & Web Designers
- - Graduates, Job & Career Seekers

COURSE FEATURES :

- ✓ **80% PRACTICALS - CLASSROOM BASED TRAINING**
- ✓ Work on 18 Live Projects
- ✓ **100% JOB ASSISTANCE**
- ✓ Support for Google Certification
- ✓ **HANDLE CAMPAIGNS INDEPENDENTLY**
- ✓ All Inclusive of Books, Certificate & S.Tax

1. 80% Practicals

2. Work on Live Projects
3. 100% Job Assistance
4. Solve Projects in Each & Every module
5. Handle ALL Campaigns independently.
6. Training provided for Google Certification
7. Industry Recognised Curriculum

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for you
worth \$1875



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- **18 Live Project & Campaigns**
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BOOKS & CERTIFICATION

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