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SOFTPRO DMTI PROFESSIONAL CERTIFIED

DIGITAL MARKETING TRAINING INSTITUTE™

Advance Digital Marketing Diploma (ADMD+Plus) 27 Modules

Module 1 : Search Engine Optimization (SEO)

ON-PAGE OPTIMIZATION - Meta Tags Optimization - Canonical Tag Implementation - SWOT analysis of website - Heading Tags in Contents - Description tag imp **- KEYWORD RESEARCH** - Keyword Proximity, Density, Analysis	- 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	**OFF-PAGE OPTIMIZATION** - Submission to Search E - Directory Submission - Deep Linking - InBound Links - Blog Submission - Book Marking - Article writing/directory - Article Submissions - Classified submissions	**- 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	- Competitor Analysis - HTML, Logo & its Importance - Copyrighting - Call to Action - Copy-scape - Duplicate Content Issues - Coding Standards - Usage of all Tags - Free Backlinks Creation - 3 Projects

Module 2 : Social Media Marketing & Optimization (SMM)

SOCIAL MEDIA OPTIMIZATION & MARKETING 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.	**YOU TUBE Marketing** Video optimization Promoting on YouTube Monetization Seo for Youtube Youtube Analytics ✓ **SLIDESHARE** ✓ **PINTEREST** ✓ **INSTAGRAM**	**FACEBOOK MARKETING** Create Marketing & Advertising How to Promote Facebook pages Advertise on Facebook(PPC) Setting up Campaigns Creating Advertisements Managing & Promoting Posts Targeting the Right Audience In-page Analysis / Analytics	**LINKEDIN** Marketing on Linkedin Advertise on LinkedIn Using LinkedIn for business **GOOGLE PLUS** Using Google Plus for Businesses, Hangouts. **TWITTER MARKETING** Using twitter for business

Module 3 : GOOGLE ADWORDS with GOOGLE Certification (100% Guarantee)

PPC TRAINING INTRODUCTION 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 **GOOGLE ADWORD NETWORKS** Search- Searching on Google (.Com, .in, .ph etc.) Search Partners- (AOL, Earthlink, Powered by Google, Site Search/ **SET-UP PPC CAMPAIGN** PPC campaign Navigation	Use Multiple Account **"CLICK-THROUGH-RATES" CTR** What is Impression? What is "Cost/Conversion"? What is Tracking Code? **WHAT IS KEYWORD RESEARCH ?** Diff between SEO & PPC keywords Keywords popularity, Search Volume Categorize Keywords in Ad groups Keyword Types:Broad, Exact, Phrase **CREATE EFFECTIVE ADS AD GROUPS** Measurement of Title,Desc URL, Ad that produce better ROI **Learn, HOW TO do BIDDING ?**	**WHAT IS QUALITY SCORE ?** How Quality Score Effect on Bids? How to Increase Position on Search? **BID FOR AD POSITION/ BID MANAGEMENT** User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding **WHAT IS LANDING PAGE ?** Ads versus Landing Page 'Calls to Action'/Cost/Conversion **MOBILE MARKETING** **VIDEO MARKETING**	**DISPLAY NETWORK CAMPAIGN** (Creating Image/Video /Text/Flash Banner) Navigation through Menus Home/Campaigns/Opportunities/ Tools & Analysis, Billing Account **REMARKETING** Using **MCC (My Client Centre)** MERCHANT CENTRE CAMPAIGN PERFORMANCE REPORTS Keywords Performance Reports Ad Performance Reports **And GOOGLE CERTIFICATION**

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Module 4 : Google Analytics

Google Partner

Introduction to Web Analytics
WHAT IS WEB ANALYTICS
Purpose of analytics in Internet Marketing
Admin Interface, Setting up an accounts and Web properties
Managing account / Users

Google Analytics Interface
Home Tab /Realtime Data
DASHBOARD
Widgets / Customize dashboard
Date selection and comparison
EXPORTING REPORTS/ EMAILING REPORTS

ADVERTISING ANALYTICS
ADWORDS DATA ANALYSIS
Keywords/Keyword Positions
Traffic Sources
Overview of Traffic sources
Sources / Direct Search, Organic / Keywords /Paid / Referral

SEO (WEBMASTER TOOLS)
Social /Content Analysis
Site content /Speed/Search Events /Experiments In-page Analytics **CONVERSION TRACKING** Goals / Calculating the ROI Custom reporting.

Module 5 : MOBILE Marketing

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. There are a number of factors that you must consider in the early stages of your app marketing, including branding, keywords, and competition.

Module 6 : Affiliate Marketing

AFFILIATE MARKETING
Affiliate marketing has just started in India contrarily to what it is in United States. Earning opportunity in affiliate marketing is unlimited. At DMTI you will learn how to do affiliate marketing. How to use Flipkart, Amazon, Jabong **GOOGLE ADSENSE** Do you think that people just publish a blog or provide piece of information for nothing? A platform by Google through which you can earn money by placing ads on your blog/website.

Module 7 : EMAIL MARKETING

EMAIL MARKETING
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, & is meant to build loyalty, trust, or brand awareness.

Module 8 : O R M

ONLINE REPUTATION MANAGEMENT
ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or businesses. 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 overlap the negative complaints or using SEO tactics to influence results and much more.

Module 9 : Google Webmaster Tools

GOOGLE WEBMASTER TOOLS
Search Console
What is Webmaster Tools
Site working on Search Console
Refine personal & site settings
Manage & Monitor your site

Search Traffic
Google Index
Crawl & Fetching your site
Submitting your verification code
Testing Robot.txt & Sitemaps
Security - Check for errors

Module 10 : CONTENT MARKETING

Infographics CONTENT MARKETING are a visually compelling Communication medium that done well can communicate complex data! 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.

Module 11 : Digital Marketing Strategy

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 12 : CREATING A BLOG

USING WORDPRESS FOR CREATING A BLOG
Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible. Add Categories, Posts and Comments.
Easily build a blog on WordPress
Customizable, Mobile-ready designs and themes
With hosting and support from WordPress.

Module 13 : MEDIA Buying & Selling

MEDIA BUYING is the business of purchasing advertising space, Media Buying comes in different formats, such as banner ads, text ads and video ads. It is generally done on a CPM.
Why should you definitely use Media Buying for your business? Benefits and Advantages. Profitable Media Buying Campaign from Start to Finish. Media buying and selling websites. Setting up your first Media Buying Ad Campaign. Tracking your Ad Campaigns Testing, Optimizing and Scaling.

Module 14 : Ecommerce Business

ECOMMERCE BUSINESS MARKETING
Anatomy of ecommerce site, Ecommerce platforms, Market Vs Audience, Woo commerce. Ecommerce business profits. Methods for running a successful Ecommerce Learn the different methods for earning your customers’ trust, like developing an attractive website, having safe and easy payment forms, and displaying good content. Online marketers differ from traditional marketers, because they are not hired by agencies to form a brainstorming,

Module 15 : VIRAL Marketing #Tag

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

Module 16 : LIST Building Techniques

LIST BUILDING TECHNIQUES
Introduction To Your List Building Tools
How To Design Your Squeeze Page For Maximum Conversions
Split Testing Your Squeeze Pages, Setting Up Your Broadcast Schedule, Launching Your List Building Campaign

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Module 17 : 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

Module 18 : LIVE STREAMING (VT)

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 19 : LEAD GENERATION BIZ

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 20 : WEBINAR MARKETING

WEBINAR MARKETING & BENEFITS

Logistics, Direct interaction, launch feedbacks, webinar tools & services. Webinar tools and platforms. The Webinar benefits that can be obtained by the promotion of products, personal business and offline products for your company using the webinar technology are many. Learn - use Webinar for your Business – amazing benefits Apply the Top Webinar Marketing Tools,

Module 21: FREELANCING Techniques

1. Freelancing Website, Best practices,
2. Registering on Freelancing Web sites,
3. Applying for online jobs, 4. Micro job sites - application & posting
5. Forum promotions, Accepting payments

Module 22 : Design Graphics

Graphics effectively communicate, visual representations of information. Create your own graphic for clients and Social media. In 2017 Graphics will rule. Graphics are more appealing then text.

Module 23: LANDING Page Technique

1. Elements of Landing Page
2. Acquiring Stunning Landing Pages
3. WordPress Themes & Plugins
4. CTA Placement & Optimization
5. Landing Page from third party sites

100 % JOB ASSISTANCE

You get 5 Certifications

1. GOOGLE ADWORDS Certification
2. ADMD Certification
3. CDMP Exam Certification
4. GOOGLE ANALYTICS Certification
5. CONTENT WRITING DIPLOMA

Module 24 : Top #5 Digital Marketing Extra Tools for Online Business

#1 TOOL Learn **SOCIAL MEDIA MANAGEMENT SYSTEM**
#2 TOOL LEARN an Image Manipulation Program
#3 TOOL Create **Professional looking Newsletters**
#4 TOOL Make **beautiful Videos** using your photos & videos using Special Effects
#5 TOOL Learn a **LEAD Generation Tool**

Module 25:*BROCHURE ATTACHED* CONTENT WRITING DIPLOMA

> **Technique of Article Writing, Tone, Style, and Language.** **8 ADDITIONAL MODULES**
>Tips & Tricks to Make Attractive & Easy to Read Content. Learn Content Writing Skills, **How to Create Headlines,** ****BROCHURE ATTACHED BELOW****

Module 26: EXCEL & Adv. Excel

Learn to Use Excel for Digital Marketing? Basic Excel, Advance Excel Commands, Create Charts Graphs, Subtotal Reports Filtering Reports, Nested IF's, Sheet Referencing. etc.

Module 27: GOLD SUBSCRIPTION

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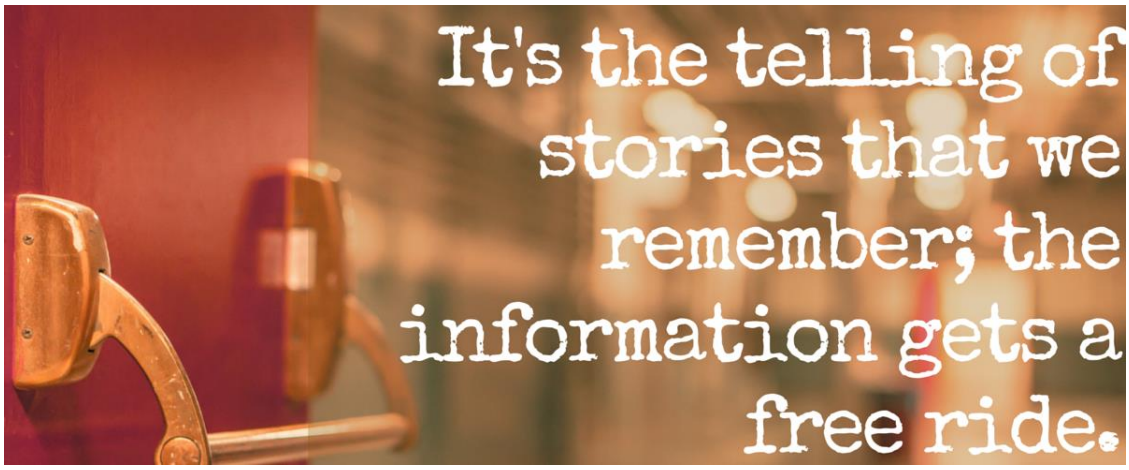
Whether you are just starting out or looking to push your writing to the next level –Our course enables you to kick start your career in Content Writing



Module 1 : KICK-START CONTENT WRITING : Principles & Processes
– Building Confidence And Technique for Non-Fiction Writing – The Principles Of Great Non-Fiction Writing – 10 Writing Exercises – Creating writing sets for List – Processes & Principles of writing – Story Telling Techniques – Perspectives & Giving information
Module 2 : Crucial Content Writing Steps - HOW TO WRITE VIRAL CONTENT
- Copywriting Types you can use - Researching Our Competition - How To convert Leads into Customers - Understanding The Importance Of Proving the Solution - Showing the Benefits Vs Features - How To Show Your Credentials With High Impact
Module 3 : Content Writing for BLOGGING & EBook Creation
– How to Search for topics to write – Content Writing for Blogging – Insights to help you decide what to blog about – Secrets of Successful Blogging – Insider tips & tricks for Blog Ideas, – How to Create a EBook in Ms Word – Valuable tips to writing a E-book – Processes & Principles of writing – Story Telling Techniques – Perspectives & Giving information

Module 4: Copywriting Strategies for ONLINE SALES, WRITING HEADLINES

- Writing magnetic headlines
- Giving your customers reasons to buy - Product description
- How to get your customers to DO something - Call to action
- Testimonials and **CASE STUDIES**
- Trust building sales copy
- "Fear" of missing out - Scarcity factor
- "Value stacking" for improving conversion - Bonuses
- Communication method that makes your customers BUY NOW

Module 5 : WHITE PAPER & CASE STUDIES

What is White Paper ? The purpose of creating these white papers is to release information to your potential clients about subjects of their interest. A white paper's purpose is to keep its client focused. *Your clients would rather not be advertised to by your company but otherwise informed*.

- Construction of a White paper - Layout & Body of White paper.
- Placement of Call to Action.
- Do's and Don'ts for Writing a White Paper.

Case Studies: A case study is the second most popular tool you can use to move decision makers through your sales cycle. Learn to Structure Case Studies which lead to conversions.

Module 6 : WRITING EMAIL's that will Convert

- Injecting "Power Words" & Phrases Into Your Email Copy
- Using Specifics & Numbers
- Using Intrigue And Curiosity
- The Power Of Questions
- The "Cliff-hanger Effect"
- Start With A Strong Opening
- Write With Excitement & Emotion

Module 7 : SEO COPYWRITING for Websites, Blogs, Google Ads. LANDING PAGES Anatomy

- Search Engine Optimization for your Content
- Keyword Research & Planner
- Elements of SEO Copywriting
- Writing Useful Keywords for search engines
- Keyword Research for Content Creation
- Pre-site, On-site & Off-site Activities
- Writing Meta tags, Title & Description Tags for Google Search Engines
- Landing Page for Lead Generation
- Landing Page optimization, Writing Call to action for Lead Generation
- Promoting & Marketing Articles, Social Media Integration

Module 8 : How to Write HIGH CONVERTING PRODUCT DESCRIPTIONS For Ecommerce Sites. Content Marketing, & Freelancing: Making Money

- CONTENT MARKETING on various platforms, Promoting & Marketing Articles
- Writing Product Descriptions for Products & Services for Ecommerce Websites
- Product Descriptions that Boost Conversions. Case studies of Successful product descriptions comp.
- Simple Ways to Write Product Descriptions that Sell & Convert Sales
- How to market yourself, Where to get Freelancing work from?
- Two Steps to making money from blogs
- 5 really Useful links for your writing

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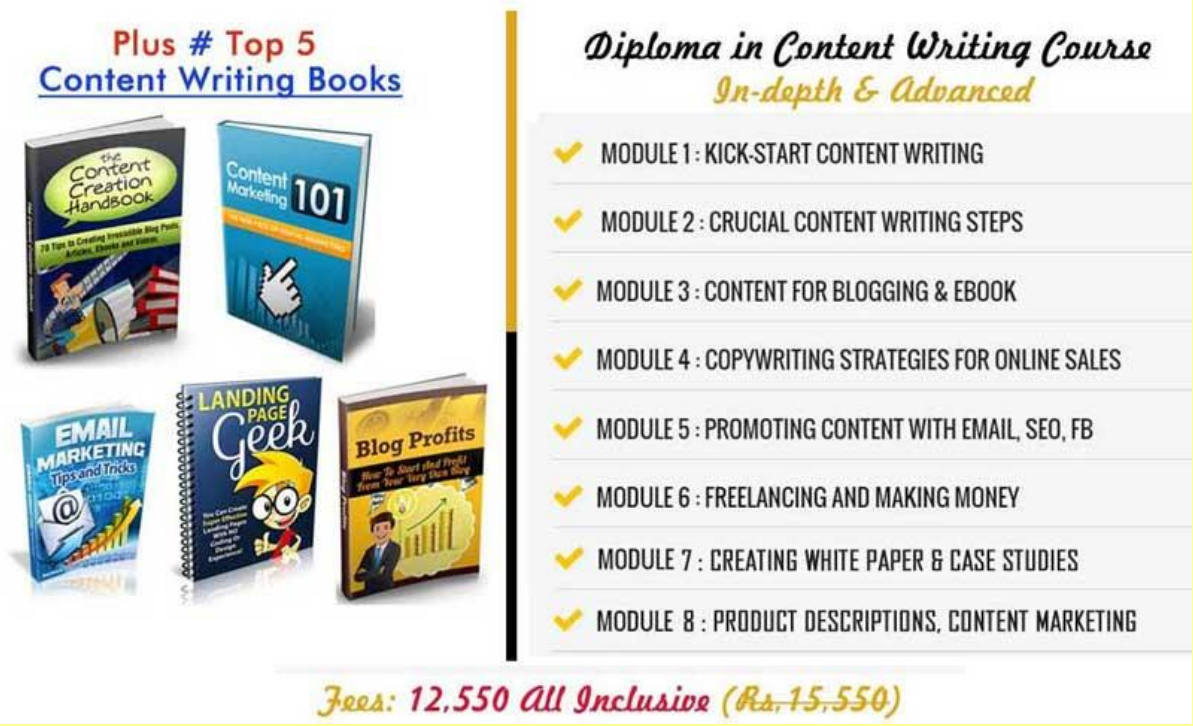

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