

Digital Marketing

Duration : 180 hours

Introduction to Digital Marketing (Introduction to All)

- ◀ Traditional Marketing vs Digital
- ◀ The Opportunity of Digital Marketing
- ◀ Characteristics of Digital Marketing
- ◀ Implications with Digital Marketing
- ◀ IT Desk Method
- ◀ IT Desk Framework
- ◀ IT Desk Tactics
- ◀ Search Engine Optimization
- ◀ Pay Per Click (PPC)
- ◀ Email Marketing
- ◀ Digital Display Advertising
- ◀ Mobile Marketing
- ◀ Social Media Marketing
- ◀ Analytics
- ◀ Strategy and Planning
- ◀ Laws and Guidelines

Search Engine Optimization

- ◀ Search results and positioning
- ◀ Benefits of search position
- ◀ Stakeholders in search
- ◀ Mechanics of search
- ◀ On-page/ Off-page optimization

- ◀ Customer insights
- ◀ Keyword research
- ◀ Keyword selection
- ◀ Content updates and layout
- ◀ Meta Tags
- ◀ Site Maps
- ◀ SEO Webmaster tools
- ◀ Ranking
- ◀ Inbound links and link building
- ◀ Laws and Guidelines

Search Engine Marketing (PPC)

- ◀ Strengths of Pay-Per-Click
- ◀ Keyword Research
- ◀ Research Tools
- ◀ Search Campaign Process
- ◀ Keyword Selection
- ◀ Ad Copy
- ◀ Landing Pages
- ◀ Targeting
- ◀ Budgets
- ◀ Scheduling
- ◀ Display Networks
- ◀ Campaign Management
- ◀ Conversion Tracking

- ◀ Conversion Metrics: CPA, CTR
- ◀ Bidding
- ◀ Analytics
- ◀ Laws and Guidelines

Digital Display Advertising

- ◀ Benefits of Digital Display
- ◀ Challenges with Digital Display
- ◀ Business Value
- ◀ Running Effective Ads
- ◀ Ad Formats
- ◀ Ad Features
- ◀ Ad Display Frequency
- ◀ Campaign Planning
- ◀ Campaign Steps
- ◀ Target Audience
- ◀ Campaign Objectives
- ◀ Campaign Budget
- ◀ Creative Formats
- ◀ Targeting
- ◀ Tracking the Campaign
- ◀ Optimizing the Campaign
- ◀ Laws and Guidelines

Email Marketing

- ◀ Campaign Process
- ◀ Data Capture: online
- ◀ Data Capture: face-to-face
- ◀ Segmentation
- ◀ Email Design
- ◀ User Behavior
- ◀ User Characteristics
- ◀ Email Copy
- ◀ Email Structure
- ◀ Email Delivery
- ◀ Email Systems
- ◀ Filtering
- ◀ Scheduling
- ◀ Measurement

- ◀ Key Terms and Metrics
- ◀ Split Testing
- ◀ Laws and Guidelines

Social Media Marketing (Part 1)

- ◀ Social Media Goals
- ◀ Setting Goals and Priorities
- ◀ Facebook Features
- ◀ Facebook Newsfeed
- ◀ Facebook Business Page
- ◀ Facebook Insights
- ◀ Twitter Features
- ◀ Twitter Engagement
- ◀ LinkedIn Setup & Profile
- ◀ LinkedIn Features
- ◀ LinkedIn Company page
- ◀ Google+ Setup
- ◀ Google+ Features
- ◀ Google+ Insights
- ◀ Google+ Analytics
- ◀ Google+ Brand Page
- ◀ YouTube Setup
- ◀ YouTube Channels
- ◀ YouTube Features
- ◀ Tumblr
- ◀ Blogging

Social Media Marketing (Part 2)

- ◀ Implementing Social
- ◀ Social Listening
- ◀ Content Planning
- ◀ Scheduling Tools
- ◀ Facebook Advertising
- ◀ LinkedIn Groups
- ◀ LinkedIn Advertising
- ◀ Twitter Advertising
- ◀ YouTube - Advanced
- ◀ Pinterest Advertising
- ◀ Instagram

- ◀ Snapchat
- ◀ Facebook Insights
- ◀ LinkedIn Analytics
- ◀ Twitter Analytics
- ◀ Google+ Insights
- ◀ YouTube Analytics
- ◀ Laws and Guidelines

Mobile Marketing

- ◀ Trends in Mobile
- ◀ Mobile Statistics
- ◀ Mobile Optimized Website
- ◀ Apps vs Mobile Sites
- ◀ Site Development Process
- ◀ Mobile Apps
- ◀ Mobile Advertising Goals
- ◀ Mobile Ad Formats
- ◀ Rich Media Ad Units
- ◀ Mobile Advertising Campaign Process
- ◀ Proximity Marketing
- ◀ QR Codes
- ◀ SMS Marketing
- ◀ SMS Campaign Process
- ◀ Mobile Analytics
- ◀ Emerging Trends
- ◀ Laws & Guidelines

Analytics

- ◀ Cookies
- ◀ Account Structure" User Levels
- ◀ Account Setup
- ◀ Common Terms
- ◀ Reporting
- ◀ Audiences
- ◀ Acquisition
- ◀ Behavior
- ◀ Audience
- ◀ Conversions
- ◀ Attribution
- ◀ Customization

- ◀ Setting KPIs
- ◀ Laws and Guidelines

Strategy and Planning

- ◀ Planning
 - ◀ Situation Analysis
 - ◀ Information Gathering
 - ◀ Audience Definition
 - ◀ Setting Objectives
 - ◀ Appropriate Tools
 - ◀ Action Plan
 - ◀ Setting the Budget
 - ◀ KPIs
 - ◀ Measurement
 - ◀ Iteration and Enhancement
- Project

ADDITIONAL THINGS THAT YOU CAN GET ONLY AT IT DESK:

Training :

- ◀ Live Project Working
- ◀ Do Live work on Own Website
- ◀ Website Development
- ◀ 2 Certificates(ITDESK and Internship)

IT DESK SUPPORT :

- ◀ World Class step by step Courseware | Books
- ◀ Practical based assignments
- ◀ Multi-Utility Online Panel
- ◀ Lifetime Membership applicable across all India ITDESK
- ◀ Online Panel including Mock Test & Online Test
- ◀ 100% Placement Assistance with National & International Companies.
- ◀ Live Projects
- ◀ Weekend Batches
- ◀ Online Classes
- ◀ Fast Track Batches
- ◀ Special batches for IITians
- ◀ 100% Practical Oriented Sessions by expert