

# Syllabus for Digital Marketing



<b>Course Duration for Digital Marketing Course</b>
<ul style="list-style-type: none"> <li>• 60days</li> </ul>
<b>Objective For Digital Marketing Course</b>
<ul style="list-style-type: none"> <li>• Getting the student to be well trained in Digital Marketing</li> </ul>
<b>Eligibility for Digital Marketing Course</b>
<ul style="list-style-type: none"> <li>• Any Technical Graduates or Undergraduate</li> </ul>
<b>Let us take a look on what you will learn in Digital Marketing Training</b>

<b>Search Engine Optimization</b>	<b>Web Analytics</b>
<ul style="list-style-type: none"> <li>• Open rates, click-through-rates, unsubscribe rates, conversion rates, and bounce rates.</li> <li>• A/B Split Testing</li> <li>• How to deal with Spam Filter</li> <li>• Choosing your metrics</li> <li>• Tracking Landing Pages</li> <li>• Analyzing Test Results</li> <li>• Setting your Budget</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Navigating Google Analytics</li> <li>• Sessions</li> <li>• Users</li> <li>• Traffic Source</li> <li>• Content</li> <li>• Real Time Visitors</li> <li>• Bounce Rate%</li> <li>• Customization</li> <li>• Reports</li> <li>• Actionable Insights</li> <li>• Making Better Decisions</li> </ul>
<b>Content Marketing</b>	<b>Social Media Marketing</b>
<ul style="list-style-type: none"> <li>• Content Marketing Overview and Strategy</li> <li>• Content Marketing Channels</li> <li>• Creating Content</li> <li>• Content Strategy &amp; Challenges</li> <li>• Image Marketing</li> <li>• Video Marketing</li> <li>• Measuring Results</li> </ul>	<p><b>Facebook Campaign</b></p> <ul style="list-style-type: none"> <li>• Creating paid campaigns in Facebook</li> <li>• Audience targeting</li> <li>• Bids &amp; Budget strategies</li> <li>• Page &amp; Post boost</li> <li>• Event promotions</li> <li>• App promotions</li> </ul> <p><b>LinkedIn Campaign</b></p> <ul style="list-style-type: none"> <li>• Creating paid campaigns in LinkedIn</li> <li>• Audience targeting</li> <li>• Bids &amp; Budget strategies</li> <li>• Create sponsored posts</li> <li>• Create ads for website promotions</li> </ul>
<b>Social Media Optimization</b>	
<ul style="list-style-type: none"> <li>• What is Social Media?</li> <li>• How social media help Business?</li> <li>• Establishing your online identity.</li> <li>• Engaging your Audience.</li> <li>• How to use Groups, Forums, etc.</li> <li>• To know more Details about SMO Click Read More</li> </ul>	

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<b>Search Engine Marketing</b>
<ul style="list-style-type: none"><li>• Campaigns includes Google PPC, LinkedIn, Youtube Video, Facebook Campaign.</li><li>• Benefits of Adwords compared to other Networks.</li><li>• Adwordsetup, Creating , Planning , Deployment, etc.</li><li>• To know more Details about SEM</li></ul>
<b>Conversion Optimizer</b>
<ul style="list-style-type: none"><li>• Introduction to Conversion Optimization</li><li>• Conversion Planning</li><li>• Landing Page Optimization</li><li>• Engaging in a Dialog with Your Users</li><li>• Taking Action with Conversion Strategies</li><li>• PPC Conversion Strategies</li></ul>
<b>Email Marketing</b>
<ul style="list-style-type: none"><li>• Introduction to Email Marketing basic.</li><li>• How does Email Marketing Works.</li><li>• Building an Email List.</li><li>• Creating Email Content.</li><li>• Optimizing Email Campaign</li><li>• To know more Details about Email Marketing</li></ul>
<b>Mobile SEO</b>
<ul style="list-style-type: none"><li>• Understanding different devices</li><li>• Mobilegeddon- A mobile algorithm</li><li>• Deciding design patterns for mobile pages</li><li>• Signal your configuration to search engines</li><li>• Avoid common mistakes</li></ul>