**Syllabus**

**Module 01 (First week | 10 hours)**

**OVERVIEW OF DIGITAL MARKETING**

**Marketing – An Introduction**

* **The STP Process**
* **The 4P Concept**
* **Branding**

**Introducing the concept of Digital Marketing**

**Understanding Digital Marketing Process**

* **Aims and objectives of Digital Marketing**
* **Digital marketing channels**
* **Different types of metrics in digital marketing**

**Career Options in Digital Marketing**

**Presentation of successful case studies**

**Module 02**

**WEB MARKETING**

**Understanding the Web**

* **Types of Websites**
* **Key Website Terminology**
* **Web server & Web hosting**
* **Planning and designing website**
* **Building Website using CMS**

**Placing web as starting point for Digital Marketing**

**How to optimize keys issues like content, usability, navigation and design**

**How to strategise the web marketing?**

**Introduction to key web marketing concepts**

* **Bookmarking and News Aggregators**
* **Really Simple Syndication (RSS)**
* **User Generated Content (Wikipedia etc)**
* **Multimedia - Video (Video Streaming, YouTube etc)**
* **Multimedia - Audio & Podcasting (iTunes etc)**
* **Multimedia - Photos/Images (Flickr etc)**
* **Google Alerts and Giga Alert (Brand, product and service monitoring online)**
* **Crowdsourcing and Virtual Worlds (Second Life, There, Habbo etc).**

**Module 03 (Second Week | Five Hours)**

**SEARCH ENGINE OPTIMISATION (SEO)**

**Search Engines**

* **Introduction to SERP**
* **What are Search Engines?**
* **How do Search Engines work?**
* **Major functions of Search Engines.**

**Differences between Organic and Paid Search Traffic**

**Basic principles of SEO**

**Keywords**

* **What are Keywords?**
* **Different types of Keywords.**
* **Google Keyword Planner Tool**
* **Keyword Research Process**
* **Understanding Keyword mix**
* **Keyword classification based on user’s intent**

**Google Operator**

**On Page Optimization**

* **What are primary, secondary and tertiary keywords**
* **Keyword optimisation**
* **Content optimisation and planning**
* **Internal linking**
* **Mega Tag Creation**
* **Difference between Keyword Stuffing and Keyword Placement**
* **Site map creation**

**Tips and Techniques**

**Module 04 (Third Week | Ten Hours)**

**SOCIAL MEDIA MARKETING**

**Introduction to Social Media**

* **What is Social Media**
* **Conversational Marketing Vs Broadcast**
* **Key Social Media concepts**
* **1% Rule of Social Media**

**Facebook**

* **Pros and Cons of Facebook**
* **How to engage Digital Marketing through Facebook**
* **Creating Facebook Page**
* **Understanding Facebook Groups**
* **Creating Fan Page**
* **Basics of Facebook Advertising**
* **Facebook as a lead generation tool**

**Linkedin**

* **What is linkedIn?**
* **Understanding LinkedIn**
* **Company profile vs Individual profiles**
* **Understanding Linkedin groups**
* **How to do marketing on LinkedIn groups**
* **Linkedin advertising & it best practices**
* **Increasing ROI form linkedIn ads**
* **Linkedin publishing**
* **Company pages**
* **Adv on linkedIn**
* **Display vs text**

**Twitter**

* **Understanding Twitter**
* **How to do marketing on Twitter**
* **Black hat techniques of twitter marketing**
* **Advertising on Twitter**
* **Creating campaigns**
* **Types of ads**
* **Tools for twitter marketing**

**Video Marketing**

* **Understanding Video Campaign**
* **Importance of video marketing**
* **Benefits of video marketing**
* **Uploading videos on video marketing websites**
* **Using YouTube for business**
* **Developing YouTube video marketing Strategy**
* **Enhancing visitor traffic to website through YouTube videos**
* **Creating Video ADgroups**

**Google+**

* **Basics of Google+**
* **Circles and Community Management**
* **Page Optimisation**
* **Hangout**
* **Using Google Local for business**

**Pinterest and Instagram**

* **Account creation**
* **Basics of Pinterest and Instagram**
* **Basics of Image Marketing**

**Social Media Strategy Creation**

* **Overview about other social media**
* **Personifying the Target Audience**
* **Identifying the Social Channel to reach out**
* **Creating Social Media content calendar**
* **Result-oriented Social Media campaign**

**Module 05 (Fourth Week | Ten Hours)**

**MASTERING GOOGLE**

**Basics of Google**

* **Introduction to concepts like the Google 'Pay Per Click' (PPC)**

**Google Adwords**

* **Introduction**
* **Account Management Basics**
* **Keyword Targeting**
* **Managing Campaign Setting**
* **Managing Ad Group Setting**
* **Types of Ads**
* **Budgets and Bidding**
* **Measuring and Optimizing**
* **Basics of Google Analytics**
* **Introduction to Google analytics**
* **How Google analytics works**
* **Understanding Google analytics account structure**
* **Understanding Google analytics insights**
* **Understanding cookie tracking**
* **Types of cookie tracking used by Google analytics**
* **Starting with Google analytics**
* **How to set up analytics account**
* **How to add analytics code in website**
* **Understanding goals and conversions**
* **How to setup goals**
* **Understanding different types of goals**
* **Understanding bounce & bounce rate**
* **Difference between exit rate & bounce rate**
* **How to reduce bounce rate**
* **How to set up funnels in goals**
* **Importance of funnels**
* **How to integrate adwords and analytics account**
* **Benefits of integrating adwords & analytics**
* **Measuring performance of marketing campaigns**

**Google analytics**

* **What is link tagging**
* **How to set up link tagging**
* **Understanding filters & segments**
* **How to set up filters & segments**
* **How to view customized reports**
* **Monitoring traffic sources**
* **Monitoring traffic behaviour**

**Other Google Apps that can be successfully engaged in Digital Marketing**

**Module 06 (Fifth Week | Three Hours)**

**MOBILE MARKETING**

**Introduction to Mobile Marketing**

* **Fundamentals of mobile marketing**
* **Key industry terminology**

**Introduction to Mobile platforms**

**Examine the potential**

**Explore examples and case studies**

**Overview of the B2B and B2C Mobile Marketing.**

**What are Mobile Sites, Apps (Applications) and Widgets and how are they relevant to your marketing activity?**

**Advertising on mobile (App & Web)**

* **Targeting ads on Apps**
* **Targeting ads via location**
* **Targeting ads on search engine**
* **Content Marketing on mobile**
* **User interfaces and architectures.**
* **Major Application Marketplaces.**

**Trends in Mobile Social Media**

* **Geo-location and Geo-tagging**
* **Mobile Commerce**
* **Mobile Payments and Billing**
* **Social Media Rewards etc.**

**How to integrate Mobile marketing to marketing plan**

**Understanding Mobile Devices**

**Mobile Marketing and Social Media**

**Mobile Marketing Measurement and Analytics**

**Mobile marketing mix**

**SMS marketing**

**Creating mobile application**

**Uploading mobile app in Android and iOS**

**Module 07 (Fifth Week | Two Hours)**

**COPY WRITING FOR THE WEB, SOCIAL MEDIA & MOBILES**

**Importance of Spelling, Punctuation and Grammar for good copy writing**

**How to engage target readers**

**Prospects of winning their attention or losing them in just 15 seconds**

**Writing consistent, lively, focused, informative content appropriate to the various media, channels and platforms used for Digital Marketing**

**How to stand out among the crowd using good copy**

**Module 08 (Fifth Week | Three Hours)**

**EMAIL MARKETING**

**Basic concepts**

**Main tools**

**Types of email marketing- Opt-in & bulk emailing**

* **Challenges faced in sending bulk emails**
* **How to overcome these challenges?**
* **What is opt-in email marketing?**
* **Setting up email marketing account**
* **Best platforms to do opt-in email marketing**
* **How to do bulk emailing?**
* **Best practices to send bulk emails**

**Tricks to land in inbox instead of spam folder**

**Setting up lists & web form**

**Creating a broadcast email**

**What are auto responders?**

**Setting up auto responders**

**Introduction to various online email marketing platforms**

* **Campaign Monitor**
* **Mail Chimp**

**Module 09 (Fifth Week | Two Hours)**

**ONLINE REPUTATION MANAGEMENT**

**What is online reputation management?**

**Why online reputation management is need of hour**

**Understanding ORM scenario**

**How to deal with criticism online**

**10 Online reputation management Commandments**

**15 ways to create positive brand image online**

**Understanding tools for monitoring online reputation**

**Step by Step guide to overcome negative online reputation**

**Best examples of online reputation management**

**Module 10 (Sixth Week | Three Hours)**

**STRATEGIC & ACTION PLANNING**

**Participants will be asked to implement the lessons learnt in the previous classes to an effective Digital Marketing campaign. They will be handheld through different options to be engaged for the case studies they have been given. References of successful campaigns will be used for demonstration. Participants will be introduced to concepts like engaging Digital Marketing for business growth in the short, medium and long-term.**

**Module 11 (Sixth Week | Two Hours)**

**PRESENTATIONS & REVIEW**

**This Session will provide an opportunity for course participants to present their strategic and action plans. The last two sessions will be focused on practical, hands-on lessons and equipping the participants to apply the theoretical knowledge they gathered over the course into practice.**