

# Certificate Program in Advanced Digital Marketing

**Months – 4 months    Hours – 96 hours    Fees – Rs. 50,000**

## **1. Introduction to Digital Media & Fundamentals**

- ✓ The media shift – from traditional media to Digital
- ✓ Understanding the industry structure
- ✓ Jargons in digital industry
- ✓ The primary concepts
- ✓ Which website statistics are critical for advertisement success
- ✓ How a media buyer does sees through your web statistics.

## **2. Google AdWords - Introduction & Fundamental**

- ✓ Introduction to Google AdWords
- ✓ Benefits of online advertisement and AdWords
- ✓ Understanding Google's advertising network
- ✓ How AdWords work?
- ✓ Different types of ad campaigns
- ✓ Structuring the ad campaigns
- ✓ Setting bids and budgets
- ✓ Creating Ad groups
- ✓ Measuring the performance of ad campaigns
- ✓ Different metrics and ways to optimize the campaigns

## **3. Advance Search Advertising**

- ✓ Organizing campaigns and ads
- ✓ Magic of keywords
- ✓ Understanding Ad rank and Ad positions
- ✓ Understanding actual cost per click
- ✓ Understanding Ad formats
- ✓ Understanding Ad extensions
- ✓ Detailed view on quality score
- ✓ Understanding landing Page
- ✓ Creating effective mobile site
- ✓ AdWords tools, keyword tools, targeting tools and bidding & budgeting tools
- ✓ Conversion optimizer
- ✓ AdWords Editor
- ✓ AdWords API
- ✓ Understanding budget, performance, profitability and growth

## **4. Google Display Network**

- ✓ Understanding Google display network
- ✓ Contextual targeting
- ✓ Understanding display network Ad auction
- ✓ Setting up a display network campaign
- ✓ Understanding how to target the right audience
- ✓ Managed placements
- ✓ Different targeting options
- ✓ Understanding display planner

- ✓ Understanding Remarketing
- ✓ Measuring and optimizing performance on display network
- ✓ Understanding conversion tracking

#### **5. Video Advertising**

- ✓ Advertising on YouTube
- ✓ YouTube video editor
- ✓ Video Ad formats
- ✓ TrueView video campaign and video Ad
- ✓ Reserved media placements on YouTube
- ✓ Ad approval process
- ✓ Remarketing to YouTube viewers with AdWords
- ✓ Performance measurement and optimization

#### **6. Mobile Advertising**

- ✓ Consumer behaviour and impact of mobile
- ✓ Mobile bid adjustments
- ✓ Keywords, targeting and bid strategies
- ✓ Remarketing
- ✓ App promotion and engagement
- ✓ Measure performance and value
- ✓ Mobile analytics and reporting

#### **7. Shopping Advertisement**

- ✓ Understanding Google Merchant Centre
- ✓ Understanding shopping campaigns and product listing Ads
- ✓ Understanding account set up
- ✓ Understand product data feed
- ✓ Creating shopping campaigns in AdWords

#### **8. Developing & Designing Advertisement**

- ✓ HTML
- ✓ Banner creation
- ✓ GIF animation
- ✓ IAB banner sizes, formats & banner weight

#### **9. Practical**

#### **10. Assessment**

#### **11. Ad-Server Introduction**

- ✓ Understanding different types of Ad servers and their utility.
- ✓ Understanding Hasoffers

#### **12. E-Mail Marketing**

- ✓ Understanding Email Marketing concept and of HTML & CSS emailers; effectiveness of email marketing
- ✓ User engagement and experience building through email, mobile and video marketing

- ✓ Email marketing tools
- ✓ Reaching the Inbox – the challenge
- ✓ Understanding spamming & spam words
- ✓ Data management
- ✓ Managing engagement and conversion through Email marketing
- ✓ Training on a premium email Marketing tool and learning through practical

### **13. Affiliate Marketing**

- ✓ Creating & managing affiliates
- ✓ How to become an affiliate and the points of caution?
- ✓ How affiliates work?
- ✓ Case study- some success stories
- ✓ Upgrading performance affiliate to a network
- ✓ Role of Ad networks

### **14. Search Engine Optimization**

- ✓ Understanding SEO - The past, present and future
- ✓ Keeping pace with ever changing Google Algorithm
- ✓ Understanding Google page ranking, page authority & domain authority
- ✓ How search engines works
- ✓ Useful Tools for SEO - keyword research & link building strategies, web analytics
- ✓ Understand the term page title, URL, description tag, meta tag, heading alternative text and their importance in SEO
- ✓ Benchmarking and content seeding and their importance in SEO

### **15. Guest Lecture**

### **16. Advance Google Analytics**

- ✓ Google Analytics data collection
- ✓ Categorizing into users and sessions
- ✓ Applying configuration settings
- ✓ Storing data and generating reports
- ✓ Creating a measurement plan
- ✓ Organize your analytics account
- ✓ Set up advanced filters on views
- ✓ Create your own custom dimensions
- ✓ Create your own custom metrics
- ✓ Understand user behaviour with event tracking
- ✓ More useful configurations
- ✓ Segment data for insight
- ✓ Analyse data by channel
- ✓ Analyse data by audience
- ✓ Analyse data with custom reports
- ✓ Introduction to remarketing
- ✓ Better targeting with dynamic remarketing
- ✓

## **17. Media Planning & Buying**

- ✓ Key strategy & planning concepts
- ✓ Understanding media buying and planning, methods and tools
- ✓ Situation analysis, information gathering, target audience, universe, setting objectives and appropriate tools
- ✓ Digital campaign action plan, setting the budget, measurement, iteration & enhancement, examples of integrated marketing plans
- ✓ Key digital display concepts - benefits & challenges, effectiveness of display advertising
- ✓ Display creative formats and campaign planning, targeting & tracking your campaign, optimizing the campaign, campaign budgeting
- ✓ Publisher management

## **18. Guest Lecture**

## **19. Social Media Strategy and Management**

- ✓ Understanding various social media platforms like Facebook, LinkedIn, Twitter, and Instagram
- ✓ Key social media concepts, social media goals, setting goals & priorities
- ✓ Social media marketing on Facebook, Twitter, LinkedIn, Google+, new social challenges, Apps & plug-ins, KPI measures, reporting
- ✓ Goals and actionable insights, data management, social media analytics, social media goals and KPI's., tools for social media analytics.
- ✓ How to efficiently use Power Editors for Facebook.

## **20. Bing Advertising**

- ✓ Introduction to campaigns, ad groups and importing campaigns
- ✓ Writing an effective ad
- ✓ Choosing keywords
- ✓ Bing Ads policies
- ✓ Ad extensions and Product Ads
- ✓ Introducing dynamic text
- ✓ Bing Ads targeting
- ✓ Keyword match options
- ✓ Campaign exclusions
- ✓ Unified device targeting
- ✓ Remarketing
- ✓ Bing shopping and product Ads
- ✓ Automated rules
- ✓ Campaign optimisation
- ✓ Create a quality ad experience and find your ad
- ✓ Click quality
- ✓ Bing Ads reports
- ✓ Bing Ads intelligence tool
- ✓ Universal event tracking
- ✓ Bing Ads Editor
- ✓ Budgeting and billing

**21. E-Commerce Marketing**

- ✓ Understanding of ecommerce or e-tailing.
- ✓ How to create and successfully market an e-commerce site
- ✓ How to sell products on an ecommerce site
- ✓ How to manage the backend and inventory

**22. Making Money Online**

- ✓ Freelance
- ✓ Entrepreneurship
- ✓ Affiliate Marketing

**23. Online Reputation Management**

- ✓ Understanding Online Reputation Management
- ✓ Need and benefits of ORM, case studies, ORM tools.

**24. Practical**

**25. Assessment**

**26. Programmatic**

- ✓ What is Programmatic marketing?
- ✓ Why use Programmatic marketing?
- ✓ How to use Programmatic marketing?
- ✓ Questions you should ask when choosing a vendor
- ✓ The next big thing in Programmatic marketing

**27. Social Media Listening**

**28. Ad Server Training**

- ✓ Understanding HasOffers in detail and doing practical
- ✓ Understanding Revive in detail and doing practical

**29. Advanced Content Marketing**

- ✓ Blogging
- ✓ How to make content viral

**30. Final Assessment**

**31. Interview Preparation**