

Certificate Program in Digital Marketing

Months – 3 months Hours – 72 hours Fees – Rs. 40,000 all inclusive

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
- ✓ True View 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. Final Practical

25. Final Assessment

26. Interview Preparation

