

DIGITAL MARKETING TRAINING

By Akash Digital Marketing | www.akashdigitalmarketing.com



90-Days Digital Marketing Course

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Overview of the Topics covered in our 90-Days Digital Marketing Course:

- 01 - Introduction to Digital Marketing**
- 02 - Website Development**
- 03 - Search Engine Optimization (Seo)**
- 04 - Search Engine Marketing (Google ads)**
- 05 - Facebook & Instagram Advertising**
- 06 - Google Analytics**
- 07 - Email & SMS Marketing**
- 08 - Google Adsense & YouTube**
- 09 - Digital Marketing Strategy Planning**
- 10 - Content Marketing & Graphics Design**

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01 - INTRODUCTION TO DIGITAL MARKETING

- Lesson 1** - Overview and types of Digital Marketing
- Lesson 2** - Traditional marketing vs. Digital marketing
- Lesson 3** - Jobs & Career Opportunities
- Lesson 4** - Digital Marketing Certifications
- Lesson 5** - Skills required for Digital Marketing Professional
- Lesson 6** - Steps for Starting your own company & online business
- Lesson 7** - Best ways to Make money online

02 - WEBSITE DEVELOPMENT / BLOGGING

- Lesson 1** - Planning Your Website or Blog
- Lesson 2** - Registering Domain Name
- Lesson 3** - Understanding Web Hosting and Web Server
- Lesson 4** - Installation and Configuring WordPress
- Lesson 5** - Customization and Creating Website Content
- Lesson 6** - Finalization and Launching Your Site

03 - SEARCH ENGINE OPTIMIZATION / SEO

- Lesson 1** - Introduction to SEO
- Lesson 2** - How Search Engines work
- Lesson 3** - Keyword Research & Analysis
- Lesson 4** - On-Page Seo Best Practices
- Lesson 5** - Link-Building
- Lesson 6** - Local Search Optimization
- Lesson 7** - SEO Site Audits
- Lesson 8** - SEO Algorithm & updates
- Lesson 9** - SEO Tracking
- Lesson 10** - Best SEO Tools

04 - SEARCH ENGINE MARKETING / GOOGLE ADS

Lesson 1 - Introduction to Google AdWords

Lesson 2 - Setting up adwords account etc

Lesson 3 - Targeting - Search, Contextual or Placement

Lesson 4 - Creating effective Ad Campaigns and ad groups

Lesson 5 - Selecting campaign types - Search, Display, Video & Universal app

Lesson 6 - Creating banners using Display builders

Lesson 7 - Writing compelling Ad Copies - Do's and Dont's

Lesson 8 - Keyword Grouping (Keyword Match Types)

Lesson 9 - Setting up Conversion Tracking & its importance

Lesson 10 - Costs and Billing

Lesson 11 - Tracking Ad Performance

Lesson 12 - Optimizing Cost-per-click

Lesson 13 - Optimizing Ad Performance (optimizing account & landing page)

Lesson 14 - Adwords Toolbox (site-exclusion tool, ad diagnostic tool etc.)

Lesson 15 - Setting up Remarketing

Lesson 16 - Google Analytics Code Study and Insertion

Lesson 17 - Google Analytics Report Study and Comprehension

Lesson 18 - Creating Multiple Report types

Lesson 19 - Google Insights Study

Lesson 20 - Google Trends Study

Lesson 21 - Managing Client accounts

Lesson 22 - Google Ads Certifications

05 - FACEBOOK & INSTAGRAM ADVERTISING

Lesson 1 - Introduction to Social Media Marketing

Lesson 2 - Creating Facebook & Instagram Ads (using specific ad formats for different goals)

Lesson 3 - Types of Facebook Ads (in-depth analysis)

Lesson 4 - Understanding Facebook Pixel and Setup guide

Lesson 5 - Creating Custom Audience and Lookalike audience

Lesson 6 - Setting up Conversion Tracking code

Lesson 6 - Facebook Engagements and Posting calendar

Lesson 7 - Facebook Reporting and Insights

- Lesson 8** - Social Media Management tools
- Lesson 9** - Understanding Analytics
- Lesson 10** - Analyzing Audience Overlap
- Lesson 11** - Measuring Ad performances

06 - GOOGLE ANALYTICS

- Lesson 1** - Introduction to Google Analytics
- Lesson 2** - How Google Analytics works
- Lesson 3** - Google Analytics setup
- Lesson 4** - How to Setup views with filters
- Lesson 5** - Google Analytics layout
- Lesson 6** - Navigating Google Analytics
- Lesson 7** - Understanding Overview reports
- Lesson 8** - Understanding Full reports
- Lesson 9** - How to Share reports
- Lesson 10** - How to Setup Dashboards and Shortcuts
- Lesson 11** - Understanding Analytics reporting
- Lesson 12** - Audience reports
- Lesson 13** - Acquisition reports
- Lesson 14** - Behavior reports
- Lesson 15** - Basic Campaign and Conversion Tracking
- Lesson 16** - Measuring custom campaigns
- Lesson 17** - Tracking campaigns with the URL builder
- Lesson 18** - Using Goals to measure business objectives
- Lesson 19** - Measuring AdWords campaigns
- Lesson 20** - Google Analytics Certification

07 - EMAIL & SMS MARKETING

- Lesson 1** - Introduction to Email & SMS Marketing
- Lesson 2** - Email Software and tools
- Lesson 3** - Email Software Analysis

Lesson 4 - Selecting Email Marketing Software (MailChimp)

Lesson 5 - Creating Forms & Web Integration

Lesson 6 - Auto-responders

Lesson 7 - Combining Email with Other Channels

Lesson 8 - Importing Email Lists

Lesson 9 - Custom Fields

Lesson 10 - Double Opt-IN

Lesson 11 - Lead or Contact Fields

Lesson 12 - Content First

Lesson 13 - Sending Email Campaign

Lesson 14 - Sending HTML Email Campaign

Lesson 15 - Sending Mobile Responsive Email

Lesson 16 - Email Open Rate

Lesson 17 - Email Click Through Rate

Lesson 18 - Email A/B Testing

Lesson 19 - Case Studies

Lesson 20 - Email Marketing Automation

Lesson 21 - Segmentation Strategy

Lesson 22 - List Segmentation and Campaign

Lesson 23 - Metrics & Measurement

08 - GOOGLE ADSENSE & YOUTUBE

Lesson 1 - Understanding ad networks and AdSense limitations

Lesson 2 - Learning which situations are best for using AdSense

Lesson 3 - Setting up an AdSense account

Lesson 4 - Creating new ad units

Lesson 5 - Displaying ads on a website

Lesson 6 - Configuring channels and ad styles

Lesson 7 - Allowing and blocking ads

Lesson 8 - Reviewing the AdSense dashboard

Lesson 9 - Running AdSense reports and custom reports

Lesson 10 - Exporting data

- Lesson 11** - Reviewing Payee and account settings
- Lesson 12** - Creating Youtube channel
- Lesson 13** - Uploading video on Youtube
- Lesson 14** - Searching google keywords and trends tools
- Lesson 15** - Verifying Youtube channel
- Lesson 16** - Adding Channel with google analytics
- Lesson 17** - Monetizing Youtube channel & videos
- Lesson 18** - Tools for video editing

09 - DIGITAL MARKETING STRATEGY PLANNING

- Lesson 1** - Defining Your Goals
- Lesson 2** - Creating an effective Marketing Strategy Plan
- Lesson 3** - Choosing the right Digital Marketing platforms and Defining Your distribution modes (social media, ppc, email and so on.)

10 - CONTENT MARKETING & GRAPHICS DESIGN

- Lesson 1** - Types of Content & Objective of Content Marketing
- Lesson 2** - Writing Great Compelling Content
- Lesson 3** - Promotion and Optimizing Your Content for Search Engines
- Lesson 4** - Tips for Content Creation
- Lesson 5** - Best Graphics Designing tools
- Lesson 6** - CorelDraw