

# Online Digital Marketing Courses



**DMCE**  
INSTITUTE OF DIGITAL MARKETING & COMPUTER EDUCATION

## ONLINE!

### DIGITAL Marketing COURSE

REGISTRATION FEE  
Rs. 500/-

Refundable If  
Not  
Like the Class

Online Course	Duration	Fee
SEO	10 Days	3,999/-
SEM-Google Ads	10 Days	3,999/-
SMM	10 Days	3,999/-
Leads Generation Techniques	10 Days	3,000/-
Complete Course	2 Months	11,999/-

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COMPLETE COURSE

Live Classes on Google Meet / Zoom  
No Pre-Recorded Videos

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HURRY UP

## Digital Marketing Overview

- What is Digital Marketing?
- Benefits of Digital Marketing
- What's Online Sales?
- Digital Marketing Strategy and Goal

## Website Basics

1. What is Domain Name, Domain Extension?
2. What is Hosting and Type of Hosting?
3. Different Between Website and Portals
4. Static Vs Dynamic Websites

## **(1) Search Engine Optimization (SEO)**

- Introduction to SEO
- How Search Engines Work
- Introduction of SEO
- Keyword Research
- On-page SEO

- Technical SEO
- Mobile SEO
- Schema Markups
- **Off-page SEO**
- Link Building
- Social SEO
- Local SEO
- Global SEO
- Black Hat SEO Techniques
- **SEO Audit, Tools, Measurement**
- SEO Audits
- Google Search Console
- Algorithm Updates
- History of Google Algorithms
- Measurement with Google Analytics
- SEO Resources, Careers in SEO

## **WEB ANALYTICS**

- Getting Started With Google Analytics
- How Google Analytics Works?
- Accounts, Profiles and Users Navigation
- Google Analytics
- Basic Metrics
- The Main Sections of Google Analytics Reports
- Traffic Sources
- Direct, Referring, and Search Traffic
- Campaigns
- Google Ads Traffic- Paid Traffic

## **(2) Search Engine Marketing (SEM)**

**(PPC Campaign Management with Google Ads and Online Display Advertising)**

### **Introduction to SEM**

- What is SEM?
- Why Google Ads?
- Where do Google ads show (networks, devices)?
- Ads Terminologies
- How Does the SEM Auction Work?
- Structure of an Ads Account
- Campaign Types – Introduction to Search, Display (including Videos), Shopping and Mobile-specific
- Campaign types and when/why to use them.
- Creation of SN Campaign

- Ad Formats
- Ad Text Best Practices
- Ad Extensions

#### **All about Keywords**

- Keyword Research
- Tool – Keyword Planner & Estimator
- Keyword Match types
- Landing Page
- Bidding and Budget
- Optimizing the SN Campaign using the KW Planner,
- Match types, Ad Text best practices, etc.

#### **Google Ads Campaign Creation**

- Introduction to Google Display Network
- Display Campaigns – Targeting Options – including remarketing introduction
- Display Ad Formats
- Ad Gallery Tool
- Create two GDN Campaigns:
- One with Demographic, Topic, Interest and Placement Targeting. Second, with remarketing lists.
- Conversion Tracking – Set up process.

#### **Mobile-Specific Campaigns**

- Mobile-specific Ad Campaigns
- Report Editor – Running different types of reports
- Optimization Strategies

### **(3) SOCIAL MEDIA MARKETING (SMM)**

- Social Media Optimization
- Paid Campaign on Social Media Platforms

#### **Getting Started with Social Media Marketing**

- Introduction to Social Media
- Facebook Marketing
- Creating Content for Facebook & Social Media
- Why Content is the foundation of SMM
- Photoshop and content writing
- Images Size for each Platform
- Psychology of Social Sharing
- Building Content That is Inherently Shareable
- Tools for Content Creation

#### **Facebook Marketing**

- What is Facebook Marketing?
- Facebook Page Best Practices

- KPIs to measure success
- Facebook Insights
- Facebook Business Manager
- How does Facebook Advertising Work?
- Facebook Ad Campaign Objectives
- Facebook Ad Targeting
- Facebook Shop
- Plan and structure your Facebook shop to manage and sell more products with Facebook.

### **Instagram & LinkedIn Marketing**

- Marketing on Instagram
- Optimizing your Instagram business profile
- Crafting an Instagram content strategy
- Best Practices
- Influencer Marketing on Instagram
- Analytics & Measurement
- Instagram Ads
- LinkedIn as a Marketing Platform
- LinkedIn for Personal Branding
- Brand Marketing on LinkedIn
- LinkedIn Company Pages
- LinkedIn Advanced Search
- LinkedIn Premium
- LinkedIn Ads

### **Twitter Marketing**

- Twitter Marketing
- Twitter Marketing for Brand Awareness
- Twitter Ads
- Twitter Analytics
- Twitter Tools - Crowdfire, Tweriod, Hashtagify, Ritetag, TweetReach & TweetArchivist
- Snapchat for business
- Building a following
- Driving Engagement
- Analytics & Measurement

### **Pinterest Marketing**

- Pinterest Marketing
- Pinterest for business
- Marketing on Pinterest
- Best Practices
- Leveraging Rich Pins
- Analytics & Measurement

### **Video Marketing**

- YouTube Marketing
- Creation of Channel and Video Optimization
- Content Creations
- Uploading Images, Video or creating slideshows
- Social Sharing, Comments and Reviews
- Organic Promotions of YouTube Videos



- Paid Promotions of YouTube Videos

### **Social media analytics**

- Facebook Insights
- Twitter Analytics
- YouTube Analytics
- Social Ad Analytics /ROI Measurement

### **SMM Tools**

- Hootsuite
- Buffer
- Tweetdeck
- SproutSocial

## **(4) Lead Generation Techniques**

- Understanding of Business
- Target Location
- Budget
- Short term and Long-Term Business Goals

### **Lead Generation for Business**

- How to generate leads?
- Inside Sales - Leads Generation
  - Email Campaigns
  - Blogging
  - Videos Posts
  - SMM
  - SEO
  - Cold Calling
  - Networking
  - Webinars & Events
- LinkedIn Marketing

### **Mobile Marketing**

- Database Marketing
- SMS Campaigns
- Transactional SMS
- Promotions SMS
- Database Collections

### **EMAIL MARKETING**

- Email Marketing Application
- List Management – customer fields, visible fields, contact uploading

- Suppression List of Email and Domains

### **Effective Email Content**

- Conversation
- Relevance
- Incentives
- Timing
- Creative & Copy
- Attributes

### **Customer Acquisition Strategies**

- Rented List Emails
- Co-branded Emails
- Third Party Email Newsletters
- Viral Emails
- Event Triggered Emails
- House E-newsletters

### **Resources to do situational analysis and progressive updates.**

- Complete Email Marketing Worksheet
- Email Contact Strategy Template
- Email Campaign Calculator
- Email Marketing Health Check
- A/B Testing of Email Campaigns
- Structuring Digital Marketing Team
- Web Resources to Improve Subject lines, HTML
- Codes, Spam Testers and Deliverability Issues

### **Ecommerce Marketing**

- How to Set goals for your ecommerce business
- How to Attract people to your e-store
- How to engage them on the path to purchase
- How to delight them to become repeat customers
- Create an ecommerce inbound marketing strategy of your own
- How to choose best technology for Ecommerce Platform

### **Content Marketing Training – Blog Management**

- Blog Creation and Promotions Techniques
- Content Marketing Overview and Strategy
- Content Marketing Channels
- Writing Messages and Creating Content
- Content Strategy & Challenges
- Blog Marketing
- Social Media Marketing Channels
- Image Marketing
- Video Marketing

- Article and Press Release Marketing
- Email Marketing
- Blog Creation with Wordpress / Blogger

## Institute of Digital Marketing

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