proideators
digital marketing institute

MASTER IN DIGITAL MARKETING

| 150+ Hours of Learning | 41+ Core Modules | 265+ Individual Topics | 15+ Recognized Certifications |

At ProiDeators, we take pride in offering an *intensive Program in Digital Marketing* that aims to transform you into a professional Digital Marketer. With a comprehensive course curriculum that covers all the skills that brands require from their employees today, this program will ensure an accelerated career enhancement. The industry knowledge gained through the specialisation and a compulsory internship mapped to it helps make you industry .

TUTOR CREDENTIALS-

ProiDeators has 10+ years experienced trainers for digital marketing training. ProiDeators has thought more than **5000+ Candidates**.
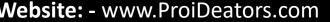
COURSE MATERIAL-

We provide classroom & Online training with **100% practical** support. We provide digital marketing books and online learning material to students with 1 year query support.

SYLLABUS

- ✓ **Module 1 -** Fundamentals to Digital Marketing
- ✓ **Module 2 -** HTML / CSS
- ✓ **Module 3 -** Website Development (Blog/Corporate)
- ✓ **Module 4 -** Ecommerce Website Development
- ✓ **Module 5 -** Programmatic Marketing
- ✓ **Module 6 -** Business Listings (Google My Business)
- ✓ **Module 7 -** SEO (Search Engine Optimization)
- ✓ **Module 8 -** Google Search Console
- ✓ **Module 9 -** Google Ads/Adwords Certification
- ✓ **Module 10 -** Ecommerce Website Marketing
- ✓ **Module 11 -** Social Media Marketing
- ✓ **Module 12 -** Social Media Automation
- ✓ **Module 13 -** TikTok (TTO & TTM)
- ✓ **Module 14 -** Artificial Intelligence (AI) in Digital Marketing
- ✓ **Module 15 -** Tag Manager Certification
- ✓ **Module 16 -** Web Analytics Certification
- ✓ **Module 17 -** Remarketing and Retargeting
- ✓ **Module 18 -** Email Marketing & Chat Process
- ✓ **Module 19 -** Email Automation & Drip Marketing
- ✓ **Module 20 -** E-Commerce & Drop Shipping

- ✓ **Module 21 -** YouTube (YTO & YTM)
- ✓ **Module 22 -** Mobile Marketing (ASO)
- ✓ **Module 23 -** Mobile App Development
- ✓ **Module 24 -** Affiliate Marketing
- ✓ **Module 25 -** AdSense & Blogging
- ✓ **Module 26 -** Video Editing
- ✓ **Module 27 -** Content Writing & Marketing
- ✓ **Module 28 -** Lead Generation & CRO
- ✓ **Module 29 -** Landing Page Techniques
- ✓ **Module 30 -** Ecommerce and Marketplace
- ✓ **Module 31 -** ORM (Online Reputation Management)
- ✓ **Module 32 -** Online Media Planning & Buying
- ✓ **Module 33 -** Webinar Creation & Marketing
- ✓ **Module 34 -** Graphic Design
- ✓ **Module 35 -** WhatsApp Automation & Marketing
- ✓ **Module 36 -** SMS Marketing
- ✓ **Module 37 -** How To Grab Freelancing Projects?
- ✓ **Module 38 -** Digital Marketing Tools
- ✓ **Module 39 -** Influencer marketing
- ✓ **Module 40 -** Digital Marketing Strategy
- ✓ **Module 41 -** Digital Career Preparation

- ➢ ProiDeators Certificate

- ➢ Fundamentals of Digital Marketing

- ➢ Email Marketing Certification

- ➢ Business Listing

- ➢ E-commerce Advertising

- ➢ Google Ads Certification
  - ▪ Google Ads – Search Advertising
  - ▪ Google Ads – Display Advertising
  - ▪ Google Ads – YouTube Advertising
  - ▪ Google Mobile Advertising
  - ▪ Google Ads - Ad Measurement

- ➢ Content Marketing Certification

- ➢ YouTube Monetization Certification

- ➢ Google Analytics Certification

- ➢ Social Media Marketing Certification

- ➢ SEO Certification

- ➢ Facebook Certification

- ➢ App Development Certification

1. Fundamentals Of Digital Marketing

- What is marketing?

- What is digital marketing?

- Understanding Marketing Process

- Why Digital Marketing wins over traditional Marketing?

- Understanding Digital Marketing Process

  - ❖ Increasing Visibility

    - ✓ What is visibility?

    - ✓ Types of visibility

    - ✓ Examples of visibility

  - ❖ Visitors Engagement

    - ✓ What is engagement?

    - ✓ Why it is important?

    - ✓ Examples of engagement

- ❖ Bringing Targeted Traffic

  - ✓ Inbound

  - ✓ Outbound

  - ❖ Converting Traffic into Leads

  - ✓ Types of Conversion

  - ✓ Understanding Conversion Process

- ❖ Retention

  - ✓ Why it is Important?

  - ✓ Types of Retention

  - ❖ Performance Evaluation

  - ✓ Why it is Important?

  - ✓ Tools Needed

- ✓ What is HTML?
- ✓ What are Tags and Attributes?
- ✓ HTML Editors
- ✓ Creating Your First HTML Webpage
- ✓ HTML Elements
- ✓ HTML Attributes
- ✓ Image src Attribute
- ✓ Headings
- ✓ HTML Paragraphs
- ✓ The HTML <pre> Element
- ✓ Formatting Elements

- ✓ CSS - Introduction
- ✓ CSS Styles
- ✓ CSS Style Attribute

3. Website Development (Blog/Corporate)

- Understanding Internet
- Difference between Internet & web
- Understanding websites
- Understanding domain names & domain extensions
- What is web server & web hosting?
- Different types of web servers
- Different types of websites
    - ✓ Based on functionality
    - ✓ Based on purpose
- Planning & Conceptualizing a Website
    - ✓ Booking a Domain Name & webhosting
    - ✓ Adding domain Name to web Server
    - ✓ Adding webpages & content
    - ✓ Adding Plugins

- Building website using CMS in Class
    - ✓ Identifying objective of website
    - ✓ Deciding on Number of Pages Required
    - ✓ Planning for Engagement Options
    - ✓ Creating Blueprint of Every webpage
    - ✓ Best & Worst

4. Ecommerce Website Development

- ✓ What is WooCommerce
- ✓ What you should know
- ✓ Why choose WooCommerce
- ✓ Setting up WordPress for E-Commerce
- ✓ Downloading & Installing WooCommerce
- ✓ Creating New Products
- ✓ Installing New Theme
- ✓ Adding Product & Image Gallery
- ✓ Working with Product Information Data
- ✓ Variable Product Complete Setup

- ✓ Creating Digital Products
- ✓ Creating Short Descriptions
- ✓ Creating Grouped Products in WooCommerce
- ✓ Importing Sample Data in WooCommerce
- ✓ Adding Shipping Details to WooCommerce
- ✓ Setting up Payment Gateway
- ✓ Setting up WooCommerce Taxes
- ✓ Installing Storefront Theme
- ✓ Working with WooCommerce Widgets

5. Programmatic Marketing

*Familiarize yourself with **Evolution & Growth of Programmatic Advertising**. Know how real-time bidding works, its types, its advantages and challenges, and myths related to programmatic marketing.*

- ✓ Evolution & Growth of Programmatic Advertising

- ✓ Understanding Real-time Bidding

- ✓ How Programmatic Advertising Works

- ✓ Types of Programmatic Advertising

- ✓ Advantages and Challenges

- ✓ Myths of Programmatic Advertising

6. Business Listings (Google My Business)

- ✓ Overview of Google My Business
- ✓ Google My Business Account setup
- ✓ Step by step guide to creating Google My Business Page
- ✓ Understanding GMB Brand page & Business Listing on Google
- ✓ How to create posts on the GMB page
- ✓ How to create an Offer on the GMB page
- ✓ How to create the trending Google posts
- ✓ Tips and tricks to improve Local SEO with your GMB business profile
- ✓ Latest updates and features of Google My Business

- ✓ Step by Step guide to create GMB website builder
- ✓ How to Avoid Making mistakes on Google My Business listing
- ✓ How to increase GMB page reviews from customers
- ✓ How to use citations, NAP, Reviews
- ✓ How to track them for your business
- ✓ Track Google My Business Insights
- ✓ Google My Business guidelines and listing policy
- ✓ Tools to improve Google My Business page
- ✓ Q & A Session for GMB

- What is SEO?

- Introduction to SERP

- What are search engines?

- How search engines work

- Major functions of a search engine

- What are keywords?

- Different types of keywords

- Google keyword planner tool

- Keywords research process

- Understanding keywords mix

- Google Operator : So that you can find anything on the web

On page optimization

- ✓ What are primary keywords, secondary keyword and tertiary keywords?

- ✓ Keywords optimization

- ✓ Content optimization & planning

- ✓ Understanding Your audience for content planning

- ✓ What is the difference between keywords stuffing & keyword placement

- ✓ Internal linking

- ✓ Meta tags creation

- ✓ Creating Webpage in HTML

- ✓ Using Google webmasters tool & website verification

- ✓ Sitemap creation & submission in website & webmasters

- ✓ How to write an optimized content

- ✓ How to write a content for article, blog and press release

7. SEO (Search Engine Optimization)

Off Page optimization

- ✓ What is domain authority?
- ✓ How to increase Domain authority
- ✓ What are back links?
- ✓ Types of back links
- ✓ What is link building?
- ✓ Types of link building
- ✓ Do's and Dont's of link building
- ✓ Link building strategies for your business
- ✓ Easy link acquisition techniques

Local SEO

- ✓ Google places optimization
- ✓ Classified submissions
- ✓ Using H card Citation

- ❖ Top tools for SEO
- ❖ Monitoring SEO process
- ❖ Preparing SEO reports
- ❖ How to create SEO Strategy for your business
- ❖ What is link juice?
- ❖ Importance of domain and page authority
- ❖ How to optimize exact keywords for your business
- ❖ What is Google Panda Algorithm?
- ❖ What is Google Penguin?
- ❖ What is Google EMD Update?
- ❖ How to save your site from Google Panda, Penguin and EMD Update
- ❖ How to recover your site from Panda, Penguin and EMD

"The best place to hide a dead body is page two of Google search results!"

8. Google Search Console

- ✓ Adding a website to Google Search Console
- ✓ Structured Data
- ✓ HTML Improvements
- ✓ Accelerated Mobile Pages
- ✓ Search Analytics
- ✓ Links to your website
- ✓ Internal Links
- ✓ Manual Actions
- ✓ International Targeting
- ✓ Mobile Usability
- ✓ Index Status

- ✓ Blocked Resources
- ✓ Remove URLs
- ✓ Crawl Errors
- ✓ Crawl Stats
- ✓ Fetch as Google
- ✓ Robots.txt Tester
- ✓ Sitemaps
- ✓ URL Parameters
- ✓ Google Security Issues
- ✓ Website is Hacked ? | Recovery Process
- ✓ Backlink Analysis

9. Google Ads / Adwords Certification

- Google Ads Overview
- ❖ Understanding inorganic search results
- ❖ Introduction to Google ads & PPC advertising
- ❖ Setting up Google ads account
- ❖ Understanding ads account structure
  - ✓ Campaigns, Adgroups, Ads, Keywords, etc
  - ✓ Types of Advertising campaigns- Search, Display, Shopping & video
  - ✓ Difference between search & display campaign
- Understanding Ads Algorithm
  - ✓ How does ads rank ads
  - ✓ Understanding ads algorithm (adrank) in detail with examples
  - ✓ What is quality score
  - ✓ Why quality score is important
  - ✓ What is CTR?
  - ✓ Why CTR is important?
  - ✓ Understanding bids

- Creating Search Campaigns
  - ✓ Types of Search Campaigns - Standard,
  - ✓ All features, dynamic search & product listing
  - ✓ Google merchant center
  - ✓ Creating our 1st search campaign
  - ✓ Doing campaign level settings
  - ✓ Understanding location targeting
  - ✓ Different types of location targeting
  - ✓ What is bidding strategy?

9. Google Ads / Adwords Certification

- ❖ Understanding different types of bid strategy
  - ✓ Manual
  - ✓ Auto
- ❖ Advanced level bid strategies
  - ✓ Enhanced CPC
  - ✓ CPA
- ❖ What are flexible bidding strategies?
- ❖ Understanding flexible bidding strategy
- ❖ Pros & Cons of different bid strategies
- ❖ Understanding ad-extensions
- ❖ Types of ad-extensions
- ❖ Adding ad-extensions in our campaign
- ❖ Creating adgroups
- ❖ Finding relevant adgroups options using tools
- ❖ Creating adgroups using tool

- ❖ Understanding keywords
  - ✓ Finding relevant keywords
  - ✓ Adding keywords in ad-group
  - ✓ Using keyword planner tool
  - ✓ Understanding types of keywords
  - ✓ Board, Phrase, exact, synonym & negative
  - ✓ Examples of types of keywords
  - ✓ Pros and cons of diff. types of keywords

9. Google Ads / Adwords Certification

- ❖ Importance of CTR in optimization
- ❖ How to increase CTR
- ❖ Importance of quality score in optimization
- ❖ How to increase quality score
- ❖ Importance of negative keywords in optimization
- ❖ Evaluating campaign stats
- ❖ Optimizing with conversion report
- ❖ Optimizing with keywords
- ❖ Optimizing performing keywords
- ❖ Optimizing non performing keywords
- ❖ How to decrease CPC
- ❖ Analyzing your competitors performance

- ❖ Creating Display Campaign
- ✓ Types of display campaigns-All features, Mobile app, Remarketing, Engagement
- ✓ Creating 1st display campaign
- ✓ Difference in search & display campaign settings
- ✓ Doing campaign level settings
- ✓ Understanding CPM bid strategy
- ✓ Advance settings
- ✓ Ad-scheduling

9. Google Ads / Adwords Certification

- ❖ Creating ads
  - ✓ Understanding ad metrics
  - ✓ Display & destination URL
  - ✓ How to write a compelling ad copy
  - ✓ Best & worst examples of Creating ads
- ❖ Tracking Performance/Conversion
  - ✓ What is conversion tracking?
  - ✓ Why is it important
  - ✓ How to set up conversion tracking
  - ✓ Adding tracking code in your website
  - ✓ Checking conversion stats
- ❖ Optimizing Search Campaigns
  - ✓ How to optimize campaigns at the time of creation?
  - ✓ Optimizing campaign via adgroups

- ✓ Ad-delivery
- ✓ Understanding ads placement
- ✓ Creating different adgroups
- ✓ Using display planner tool
- ✓ Finding relevant websites for ads placement
- ✓ Creating text ads
- ✓ Creating banner ads using tools
- ✓ Uploading banner ads
- ❖ Optimizing Display Campaign
- ❖ Remarketing
  - ✓ What is remarketing?
  - ✓ Setting up remarketing campaign
  - ✓ Creating Remarketing lists
  - ✓ Advanced Level list creation
  - ✓ Custom audience

Learn about the Google Merchant Center, then walk through the setup and optimization of a shopping campaign.

- ✓ What are Shopping ads?

- ✓ Google Merchant Center

- ✓ Link Google Ads with merchant center

- ✓ Connect website with merchant center

- ✓ Creating your Product Feed

- ✓ Understanding different methods to upload products

- ✓ Shopping campaigns in Ads

- ✓ Campaign Management

- What is social media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing
- **Facebook marketing**
  - ❖ Understanding Facebook marketing
  - ❖ Practical session 1
    - ✓ Creating Facebook page
    - ✓ Uploading contacts for invitation
    - ✓ Exercise on fan page wall posting
  - ❖ Increasing fans on fan page
  - ❖ How to do marketing on fan page (with examples)

- ❖ Fan engagement
- ❖ Important apps to do fan page marketing
- ❖ Facebook advertising
- ❖ Types of Facebook advertising
- ❖ Best practices for Facebook advertising
- ❖ Understanding facebook best practices
- ❖ Understanding edgerank and art of engagement
- ❖ Practical Session 2
- ✓ Creating Facebook advertising campaign
- ✓ Targeting in ad campaign
- ✓ Payment module- CPC vs CPM vs CPA
- ✓ Setting up conversion tracking
- ✓ Using power editor tool for adv.
- ✓ Advance Facebook advertising using tools like Qwaya

❖ **Instagram Marketing**

- ✓ Introduction To Your Instagram Account
- ✓ Types of Instagram Accounts
- ✓ Your Instagram Handle
- ✓ Choosing Your Instagram Name
- ✓ Perfecting Your Instagram Profile Picture
- ✓ Crafting Your Perfect Instagram Bio
- ✓ Instagram Profile Highlights
- ✓ Instagram Account CTA
- ✓ Walkthrough: Optimizing your Instagram Account
- ✓ Optimizing your Instagram Account

❖ **Instagram Algorithm**

- ✓ Instagram Engagement Algorithm
- ✓ Hashtags for Exposure
- ✓ The Importance of Captions and Text
- ✓ Content Trends for Discovery
- ✓ More Instagram Content
- ✓ Best Times To Post
- ✓ Underestimating Consistency
- ✓ Increasing Content engagement

❖ **Instagram Ads**

- ✓ Introduction to Instagram Ads
- ✓ Power Of Instagram Ads
- ✓ Types Of Instagram Ads
- ✓ Top 5 Instagram Ad Keys
- ✓ Ad Structure
- ✓ Insights and Tracking
- ✓ Instagram Ads Walkthrough

❖ **Instagram Verification**

- ✓ IGTV
- ✓ Instagram DM & Messenger Marketing
- ✓ IGTV Walkthrough
- ✓ Instagram Live Walkthrough
- ✓ Story Highlights Creation Walkthrough
- ✓ Instagram Guides Walkthrough

❖ **Monetizing Instagram Audience**

- ✓ Introduction to Monetizing Your New Instagram Audience
- ✓ Strong Instagram Relationships
- ✓ Types of Monetization On Instagram
- ✓ Shoutouts and Brand Deals
- ✓ Selling Products and Services
- ✓ Monetizing your Account

11. Social Media Marketing

Linkedin Marketing

- 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
- Advertising on linkedIn
- Display vs. text

Twitter Marketing

- Understanding Twitter
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of twitter marketing
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards

- ✓ Introduction to Social Media Automation

- ✓ Why Social Media Automation?

- ✓ Key benefits of social media automation

- ✓ DO's and Don'ts of social media automation

- ✓ Good and bad examples of automation

- ✓ When to do social media automation

- ✓ Lets create a social media automation strategy

- ✓ Strategy Template - Social media automation

- ✓ How to use Buffer for advanced scheduling

- ✓ How to auto schedule and automate content using Hootsuite

- ✓ How to automate Wordpress blog scheduling on social media

- ✓ Use this tool to connect social media apps and automate sharing

13. TikTok (TTO & TTM)

- ✓ What is TikTok?
- ✓ Size & Importance of TikTok
- ✓ How is TikTok Different From Other Social Media Platforms
- ✓ TikTok Key Features
- ✓ How TikTok Works
- ✓ How Users Discover Content on TikTok
- ✓ What Can You Do on TikTok?

- ✓ TikTok Profile Best Practices
- ✓ TikTok Network Best Practices
- ✓ How to Grow Followers on TikTok
- ✓ Types of Content on TikTok
- ✓ How to Use Hashtags on TikTok
- ✓ What is the Best Time to Post on TikTok?
- ✓ How Businesses Are Posting on TikTok
- ✓ TikTok Posting Mechanics
- ✓ Adding Sounds and Music on TikTok
- ✓ How to Create a Great TikTok Description

- ✓ TikTok Advertising & Promotion
- ✓ TikTok Optimization
- ✓ TikTok Analytics Overview
- ✓ TikTok Power Tips: Video Editing
- ✓ TikTok Power Tips: How to Get on the For You Page
- ✓ How Businesses Are Getting Found on TikTok
- ✓ Fitting TikTok Into Your Content Mix

14. Artificial Intelligence (AI) in Digital Marketing

✓ What is Artificial Intelligence

✓ Artificial Intelligence in Digital Marketing

✓ AI Chatbot

✓ Content Creation with Artificial Intelligence Technology

- *Learn how to use this artificial intelligence content tool to generate 100's of articles or blog posts on your own.*

✓ Artificial Intelligence tools in digital marketing

15. Tag Manager Certification

✓ What is Google Tag Manager

✓ Manual Installation of Google Tag Manager on Your Website

✓ Setup Google Tag Manager on Wordpress

✓ Inject Google Tag Manager Container to any Website

✓ Initial Google Tag Manager (GTM) Installation and Browser Setup

✓ Overview of Google Tag Manager (GTM) Interface and Best Practices

✓ Google Analytics Setup & Publishing The First Version

✓ Google Ads Remarketing Setup

✓ Testing & Debugging Before Publishing a New Version

✓ Facebook Pixel Setup

✓ Copy Tag and Export Container

✓ Troubleshooting Problems You Might Encounter

✓ Improving & Expanding Your Tracking Data

✓ Subdomain Tracking

✓ The Wrap-up

16. Web Analytics Certification

- 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 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 via 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 & behavior
- Taking corrective actions if required

17. Remarketing and Retargeting

- ✓ Understanding Remarketing

- ✓ Setting Up Remarketing

- ✓ Creating Remarketing Lists.

- ✓ Google Remarketing .

- ✓ Facebook Remarketing

- ✓ Setting up Smart audience lists

- ✓ Custom Audiences: Retargeting and Lookalike Modeling

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to overcome these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form
- Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails

- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing
- **Chat Process**
  - How to start with chatbot
  - Getting started with Zopim chatbot
  - Generating leads/enquiries through chatbot
  - Integrating chatbot code with website
  - Tracking visitors through GA
  - ConversationBuildingthroughwebchat
  - Setting up responsetemplates
  - Visitor engagement & conversation management
  - Setting up Triggers
- Webchat Analytics

19. Email Automation & Drip Marketing

- ✓ Email Machine – The Strategy

- ✓ List Management

- ✓ Understanding Drip Terminology

- ✓ Technique to build Subscriber List

- ✓ Designing Automated Workflows

- ✓ Designing Campaigns

- ✓ Automation Rules

- ✓ Reporting & Analytics

- ✓ Install Free Email Marketing Automation Software

- ✓ Understanding E-Commerce (Fundamentals, concepts, benefits)

- ✓ Setting up a E-Commerce Online Store/ E-Commerce Business

- ✓ Inventory Management

- ✓ E-Commerce Store Promotion & Marketing Techniques

- ✓ Increasing Traffic to Online Store

- ✓ Writing Product Description

- ✓ Supply Chain Management

- ✓ Packaging & Shipping

- ✓ Uploading products on online market place

- ✓ Purchase & Payment Process

- ✓ RemittanceCycle&Return Policy

- ✓ Customer Loyalty Programs

- ✓ Understanding Drop shipping Fundamentals & Concepts

- ✓ Setting Up a Drop-Shipping Business

21. YouTube (YTO & YTM)

❑ **Creating your YouTube Channel from scratch**

- ✓ How to start a YouTube Channel
- ✓ YouTube Channel Art & Profile Icon
- ✓ Channel Description & Links
- ✓ Favorite & Recommended Channels
- ✓ Customizing Your YouTube Channel Layout
- ✓ Adding a Channel Trailer
- ✓ Channel Status and Verification

❑ **Uploading Your Videos**

- ✓ Export Settings for YouTube
- ✓ Choose a Title
- ✓ Write Your Description
- ✓ Add SEO-Friendly Tags
- ✓ Create a Clickable Thumbnail
- ✓ Engage with Cards and End Screens

❑ **YouTube Studio**

- ✓ The Dashboard
- ✓ The Videos Page
- ✓ The Comments Page
- ✓ The Transcriptions & Copyright Pages
- ✓ The Monetization Page
- ✓ Playlists on YouTube
- ✓ The Audio Library
- ✓ Settings
- ✓ Advanced Channel Settings, Branding & Upload Defaults

❑ **How to create a successful YouTube Channel**

- ✓ Intro to this Section
- ✓ What Types of Videos are Successful?
- ✓ How to Get Discovered on YouTube
- ✓ How to Get More Subscribers
- ✓ Why Collaboration is One of the BEST Ways to Grow
- ✓ Consistency is Key

❑ Video Marketing

- ✓ Understanding Video Campaign
- ✓ Creating 1st 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
- ✓ Bringing visitors from YouTube videos to your website
- ✓ Creating Video AD groups
- ✓ Targeting Options
- ✓ Understanding Bid Strategy

22. Mobile Marketing (ASO)

- ✓ Understanding Mobile Devices
- ✓ Mobile Marketing and Social Media
- ✓ Mobile Marketing Measurement and Analytics
- ✓ Fundamentals of mobile marketing
- ✓ Key industry terminology
- ✓ Creating mobile website through wordpress
- ✓ Using tools to create mobile websites
- ✓ Using tools to create mobile app
- ✓ Advertising on mobile (App & Web)
  - ▪ Targeting ads on Apps
  - ▪ Targeting ads via location
  - ▪ Targeting ads on search engine

- ✓ Introduction to Mobile Marketing
- ✓ Importance of mobile friendly website and content
- ✓ Usage of Mobile App in marketing mix
- ✓ App building and monetization
- ✓ Listing on app stores
- ✓ Mobile marketing campaign on other's app
- ✓ ASO (App Store Optimization)
- ✓ Introduction to App Store Optimization (ASO)
- ✓ Key Metrics for App Store Optimization
- ✓ Keyword Optimization &Finding Root Keywords & Long Tail Keywords
- ✓ Increasing Visibility in the Google Play Store
- ✓ Localization
- ✓ Reviews and Ratings

✓ Importance of App

✓ Usage of Mobile App in marketing

    a. Push notifications

    b. In-app notifications

✓ Consumer creating an account

✓ Editing screens

✓ Creating a menu

✓ App review

✓ Downloading and installing APK

- ✓ What is affiliate marketing?
- ✓ How people make millions of dollar in affiliate marketing?
- ✓ Affiliate marketing history
- ✓ Changes in affiliate marketing industry over the year
- ✓ Affiliate marketing scenario in India
- ✓ How to be a super affiliate?
- ✓ Different ways to do affiliate marketing
- ✓ Affiliate marketing secrets
- ✓ How your trainer makes money in affiliate marketing?
- ✓ Live examples of how people are making money as an affiliate

- ✓ Getting your started as an affiliate
- ✓ Getting you approved as an affiliate from India's top affiliate agencies
- ✓ Some of the top affiliate network in the world
- ✓ How to get approved as an affiliate by world's top affiliate company-commission junction www.cj.com
- ✓ Trainers shares his secrets of affiliate marketing
- ✓ Story telling- trainer shows his live example of how he is making money these days as an affiliate

✓ What is AdSense?

✓ How to get approved for AdSense?

✓ Cool trick to get AdSense approval by Google

✓ Using your AdSense account interface Placing ads on your blog

✓ Creating blogs with our FREE theme

✓ Then we will share 1 secret method Through which you will make money with AdSense

- ✓ Dashboard Reading

- ✓ Adding & Cutting the Video

- ✓ Adding the Audio in Video

- ✓ Adding the Transition in Video

- ✓ Picture Management

- ✓ Special Effects

- ✓ Auto Reframe

- ✓ Masking

- ✓ What is Content marketing?
- ✓ Introduction to content marketing
- ✓ Objective of content marketing
- ✓ Content marketing 7 step strategy building process
- ✓ 18 types of content with examples
- ✓ How to write great compelling content
- ✓ Keyword research for content ideas
- ✓ Optimizing content for search engines
- ✓ Discussing authority blog
- ✓ Steps towards developing authority blog
- ✓ Ways to monetizing authority blog
- ✓ How to market your content?

- ✓ Debate- Doesn't great content just spread by itself
- ✓ Understanding second customer
- ✓ Importance of second customer
- ✓ How to increase second customer
- ✓ Understanding online influencers
- ✓ 10 ways to connect with online influencers
- ✓ 35 unique ways to write magnetic headlines
- ✓ 180 examples of magnetic headlines
- ✓ How to increase opt-in email list with content marketing with examples
- ✓ Case study on content marketing

- ✓ Understanding lead generation for business
- ✓ Why lead generation is important?
- ✓ Understanding landing pages
- ✓ Understanding thank-you page
- ✓ Landing page vs. website
- ✓ Best practices to create a landing page
- ✓ Best practices to create a thank-you page
- ✓ Practical exercise- Creating a landing page
- ✓ Types of landing pages

- ✓ Reviewing landing pages created by trainees
- ✓ What is A/B testing?
- ✓ How to do A/B testing
- ✓ Selecting landing pages after A/B testing
- ✓ Converting leads into sales
- ✓ Creating lead nurturing strategy
- ✓ Understanding lead funnel
- ✓ Steps in leads nurturing

✓ The fundamental principles of professional landing page design

✓ Different types of landing pages and what their functions

✓ Know the conversion actions that are associated with common business models

✓ Understand the sales funnel and the online decision-making process

✓ The principles of readability and visual hierarchy in design

✓ How to create trust, safety and credibility for your landing page

✓ Mobile site layout in Unbounce.com

✓ What is Page Builder

✓ Installing Elementor

✓ Using elementor to design landing page

✓ eCommerce Introduction

✓ Planning for eCommerce

✓ Consumer Rules if you sell online

✓ What makes eCommerce a success

✓ Guide to setup eCommerce website

✓ Understanding Amazon Marketplace

✓ Setup amazon store

✓ Walk through backend panel

✓ Inventory management

✓ Order management

✓ Payment schedule

✓ Amazon Ads

✓ Reporting

✓ 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

- ✓ What is online advertising?
- ✓ Types of Online Advertising
- ✓ Display Advertising
    - ▪ Banner ads
    - ▪ Rich Media ads
    - ▪ Pop ups and Pop under ads
- ✓ Contextual advertising
    - ▪ In Text ads
    - ▪ In Image ads
    - ▪ In video ads
    - ▪ In page ads

- ✓ What are Payment Modules?
- ✓ Companies that provide online advertising Solution
- ✓ Tracking & Measuring ROI of online adv.
- ✓ Assignment on allocating funds to various
- ✓ Different Online advertising platforms
- ✓ Creating Banner Ads Using Tools

33. Webinar Creation & Marketing

- ✓ What is Webinar?

- ✓ Understand the importance of Webinar Marketing

- ✓ Pin Point Exactly How Webinars Can Fit Their Business Objectives

- ✓ Pick The Best Webinar Format For Their Business

- ✓ Create An Engaging Webinar Brodacast

- ✓ Develop An Effective Marketing Strategy For Their First Broadcast

- ✓ Creating an account with GOTO Metting

- ✓ Setting up your own meeting room

- ✓ How to host a meeting?

- ✓ How to join a meeting?

- ✓ How to share screens?

- ✓ Downloading meeting in mp4 format

- ✓ Create and set up your account in Canva
- ✓ Canva dashboard
- ✓ Using Canva Design dashboard
- ✓ Adding Artwork
- ✓ Adding Text
- ✓ Creating Backgrounds
- ✓ File Uploads
- ✓ sharing your artwork
- ✓ Downloading Your Design
- ✓ Designs in the Main Dashboard

- ✓ Research Business Name
- ✓ Logo Designing
- ✓ Banner Designing
- ✓ Social Media Post Designing
- ✓ Animated Post Creation

35. WhatsApp Automation & Marketing

- ✓ Introduction to WhatsApp

- ✓ What is WhatsApp Marketing all about

- ✓ WhatsApp Marketing for Business

- ✓ Communicate better using texts, images, audio and video

- ✓ Increase audience engagement

- ✓ Send Bulk Messages

- ✓ Whatsapp Contact Management

  - ▪ How to add contacts

  - ▪ Bulk upload and filter

  - ▪ Operator management

  - ▪ Keyword based trigger

- ✓ Setting Up Whatsapp Tool

- ✓ Which tool to go for?

- ✓ Tool dashboard overview

- ✓ Setup chat widget on website

- ✓ Pre-filled templates

- ✓ QR-code generator

- ✓ Chatbot Operations

- ✓ Automations - Reply Material

- ✓ Lead Generation to Whatsapp Messages

- ✓ What is SMS marketing

- ✓ Sequence vs. Broadcasting

- ✓ Capturing Leads

- ✓ Birthday & Holiday & Other Announcements

- ✓ Follow Up Reminders

- ✓ SMS "Text Message" Marketing Copy

- ✓ Do's & Do Not's

- ✓ Understanding data Collection

- ✓ Sending bulk SMS

- ✓ How to Start for Freelancing?

- ✓ Where to get Freelancing Work from?

- ✓ Finding Clients, Various Online Platforms

- ✓ How to Represent our Services?

- ✓ How to Build our Networks?

- ✓ Forums Find Jobs, Using Websites

- ✓ Different Strategies finding work

- ✓ Important Considerations

- ✓ How to represent yourself?

- ✓ Learn to be a FACILITATOR for E-Commerce Clients

38. Digital Marketing Tools

- Canva
- Semrush
- Asana
- Unbounce
- Buzzsumo
- HootSuite
- MailChimp
- HubSpot
- Google Analytics
- Google Search Console
- Google Alerts Google Trends
- All-in-One SEO Pack (for WordPress)

- Crazy Egg
- Ubersuggest
- Buffer
- Moz Open Site Explorer
- Ahrefs
- Screaming Frog
- SimilarWeb
- Majestic

39. Influencer marketing

- ✓ What is Influencer Marketing
- ✓ Advantages of Influencer Marketing
- ✓ How to find the right Influencer for your brand
- ✓ Embracing Social Media to support your Influencer Strategy
- ✓ How to Create Winning Influencer Marketing Campaigns?
- ✓ How to Connect With the Right Influencer?
- ✓ Key Factors for Influencer Marketing
- ✓ Developing Influencer Marketing Strategy
- ✓ Influencer Engagement Plan
- ✓ Building Impressive Content for Influencers to Publish
- ✓ Tips to Pitch Influencers to Convince them
- ✓ Influencer Campaigns
- ✓ Measuring Effectiveness of Influencer Marketing

- ✓ How to Start a Digital Marketing Agency

- ✓ Where do I get my clients from, places and areas to look for?

- ✓ Approach and Strategies to Convert your prospective clients

- ✓ How to Pitch to your clients, prove Digital Marketing is superior

- ✓ Target Oriented Marketing – Impress with Analytics

- ✓ Business Extensions with Upsell & Selling multiple products

41. Digital Career Preparation

- ✓ Different job roles in digital marketing

- ✓ Understanding Job description

- ✓ Understanding process to apply for jobs

- ✓ Resume building

- ✓ Mock interview preparation

Let's talk - Execution Strategy

Back up Classes

Back up classes, in case you miss few classes

Batch Flexibilities

Batches as per your availability- Evening, Weekend, Sunday, Online

Doubt Clearing Session

2 hours doubt session every month after completion of training at no charges

Job Assistance

Job assistance and interview scheduling

1 Training Program 15+ Certifications

ProiDeators industry recognized certification, 7 Google certifications & Facebook certification

Theory to Practical

Implement your theoretical learning practically on your own website.

Make Money Online

Learn the art of making money online known to very few experts worldwide

In-Class & Online Classes

2 comprehensive platforms to choose from: Live interactive online training & in-class training