Master in Digital Marketing Course

Total Modules Covered – 35+

Total Certificates – 15+

Course Duration – 3 Months

Qualification– 10th

Laptop Required & No Technical Knowledge Required

Why Digital Socialite	Total 15 Certificates
➤ Google Certified Trainer	➤ Google Ads Fundamental
➤ One FREE Demo Class	➤ Ads Search Certification
➤ 3 Months Internship Available Here	➤ Ads Display Certification
➤ Free Unlimited Doubt Session	➤ Ads Mobile Certification
➤ 100 % Placement Assistance	➤ Ads Video Certification
➤ Lifetime Career Support	➤ Ads Shopping Certification
➤ Affordable Training Fee	➤ Google Analytics Certification
➤ Corporate Level Training	➤ Digital Sales Certification
➤ 4.9/5 Students Feedback	➤ Mobile Sites Certification
➤ 100% Placement Record	➤ Google Digital Garage Certification
➤ 15+ Certificates in 3 Months	➤ Hub spot Inbound Certification
➤ Interview Preparation	➤ The Digital Socialite certificate
➤ Personality Development program	➤ LinkedIn Learning Free Certification
➤ Help in Earn Money Online	➤ Internship Certification
	➤ Email Marketing Certification

Module 1: Digital Marketing Overview

➤ What is Digital marketing and Its Benefits?
➤ Types of Marketing and Its uses
➤ Future of Digital Marketing
➤ FAQ in Digital Marketing
➤ Who can Learn Digital Marketing Course?
➤ Types of Job and Salaries in DM Industry

Module 2: Domain and Hosting

➤ What is Domain and Web Hosting?
➤ Types of domain extension
➤ Types of Web Hosting
➤ How to Buy Domain and Hosting?
➤ What is Name Server and DNS Setting
➤ Uploading website on Server
➤ What are SSL and Its benefits?
➤ Cpanel and FTP
➤ Business Email id

Module 3: Keywords Research & Planning

➤ What are Keywords and its important
➤ Type of Keywords
➤ How to Research Keywords for any Business
➤ LSI Keywords and Keywords Proximity
➤ Keyword Density, Keyword Stuffing & Keywords Competition
➤ How to use Google keyword planner?
➤ Where keywords can be used?

Module 4 : SEO Course

Session 1 : Introduction to SEO –	Session 2 : SEO OnPage –
➤ Introduction of SEO and Benefits	➤ Initial Site Analysis
➤ Types of SEO & Use of SEO	➤ Competitor Analysis
➤ Search Engine Spider	➤ Page Mapping of Keywords
➤ What is SERP	➤ Keywords Placement
➤ What is Website Traffic Rank	➤ Title & Meta Tag Optimization
➤ Back links and its important	➤ Site Structure Analysis
➤ Imp Web Browser Extension	➤ URL Optimization
➤ Domain and Page Authority	➤ H1, H2, H3 Tags Optimization

Session 3 : SEO On Page –	**Session 4 : SEO On Page –**
➤ Anchor Text	➤ Canonical Tag Optimization
➤ Creating of Favicon/site icon	➤ Robots.txt
➤ Paragraph Optimization	➤ Checking Keywords Ranking
➤ HTML Validation	➤ 404 Error Removal & Redirects
➤ No follow & do follow Links	➤ Custom 404 Page
➤ Internal/External Links	➤ 301 / 302 redirection
➤ Image Optimization	➤ Header & Footer Optimization
➤ Outbound/Inbound Links	➤ Schema(Google Structure Data)
➤ Sitemap.xml	➤ Open Graph & Twitter Card
Session 5 : SEO Off Page –	**Session 6 : SEO Off Page –**
➤ Social Bookmarking	➤ Video Submission
➤ Blog Commenting	➤ Web 2.0 Submission
➤ Blog Posting	➤ Free Classified Submission
➤ Article Submission	➤ Google Map Creation
➤ Image Submission	➤ Address Verification
➤ PPT Submission	➤ Question & answering
➤ PDF Submission	➤ Guest Posting
➤ Info Graphic Submission	➤ Local Business Listing
Session 7 :Google Search Console –	**Session 8 :Google Analytics Tool –**
➤ Brief introduction	➤ Brief introduction
➤ Benefits for website and app	➤ Benefits for website and app
➤ Setup and Verification website	➤ Setup of Google analytics
Session 9 : Reporting –	**Session 10 : Important Activity –**
➤ SEO Reporting	➤ Algorithm Penalty Control
➤ Keyword Ranking Reporting	➤ SEO Audits
➤ Website Analyzing Reporting	➤ Local SEO
➤ Competitor analysis Reporting	➤ SEO factors for Interviews
➤ User Traffic Reporting	➤ Business Planning

Module 5: Top SEO Tools and Uses~

➤ Semrush, Ahref, Plagiarism checker and Similar web
➤ Disavow tool
➤ Page Speed Insight
➤ Google Mobile Friendly Tool
➤ Google Keywords Planner tool
➤ Alexa Traffic Rank
➤ And more tools

Module 6: Advanced SMO Course

Session 1: SMO Basics	Session 2 : Twitter Optimization
- Introduction to Social Media - Advantages Over Online Marketing - How Social Media is affecting Google Search - How to generate Word of mouth - Integrating social media into website & blogs	- Introduction to Twitter - Twitter Profile - Followers, Following, Tweeting - Twitter Setting - How to increase Followers - Twitter Analytics - Twitter Tools Guidelines
Session 3: YouTube Optimization	**Session 4: Facebook Optimization**
- YouTube Profile - Creating YouTube Channel - Uploading video and optimization - Increase Video Views - Increase Subscriber - Social sharing and comments - Channel Optimization Setting - Create Multiple Channel - Video Promoting Tips	- Introduction of Facebook - Social Media Strategy - Facebook Pages , Events & Groups - Market Place Selling - Reach, Impression & Engagement - Facebook Insight - Competitor Analysis - Post on Facebook Professionally - Advantages and challenges
Session 5: Instagram Optimization	**Session 6: LinkedIn Optimization**
- Introduction of Instagram - Instagram Promotion strategy - Instagram Profile for personal - Instagram Profile for Business - How to link With Facebook - Use IGTV and Reels - How to Increase followers - Using #tag - Advantages and challenges	- Introduction to LinkedIn - Creating Profile and settings - Increasing reach and visibility - LinkedIn Groups - Creating Company Page - Increase Connection - Article posting in LinkedIn - Report and Analysis - Using #tag

Module 7: Facebook Marketing

➤ Overview Facebook Marketing
➤ Types of Facebook Advertising
➤ Creating first ad on Facebook
➤ What are Objective for ads Creation
➤ Create Pixel Code for conversion
➤ Facebook with Instagram Marketing
➤ Facebook ad Manager and Power Editor
➤ Facebook Targeting Options
➤ Retargeting or Facebook Remarketing
➤ Facebook Page Management
➤ Report and ROI Calculation

Module 8: Instagram Marketing

➤ Creating a Business Page
➤ Types of Ads in Instagram
➤ How to Increase Followers on Instagram
➤ Strategy How to Drive Engagement
➤ Switching Accounts, Real's Marketing
➤ Lead Generation through Instagram
➤ Strategy and Planning
➤ Tracking and Conversion
➤ Report and ROI Calculation

Module 9: LinkedIn Marketing

➤ Understanding of LinkedIn Marketing
➤ Types of LinkedIn Advertising
➤ Creating first ad on LinkedIn
➤ Create ad for Business Promotion
➤ Setting Campaign and optimization
➤ Implement Conversion Code
➤ Getting Leads in LinkedIn
➤ Report and ROI Calculation

Module 10: Twitter Marketing

- Understanding of Twitter marketing
- Types of Twitter Advertising
- Creating first ad on Twitter
- Setting Campaign and optimization
- Create Conversion Code
- Twitter Card For ad Creation
- How to Increase followers and engagement
- Traffic and Leads Generation
- Report and ROI Calculation

Module 11: Viral Marketing

- Understanding About Trends
- Searching Google Trends
- Creating Content for Viral Marketing
- Country Wise Trending

Module 12: True Caller Marketing

- Introduction of True Caller
- True Caller Profile
- Business Verification
- True Caller Campaigns
- How to Create Ads
- Reporting and Analysis

Module 13: Quora Marketing

- What is Quora and benefits?
- How to Drive Traffic from Quora
- Keys to Success on Quora
- Learn How to Avoid Common Mistakes Using Quora
- How to Properly Set up Your Account
- How to create advertising on Quora
- Reporting and Analysis

Module 14: PPC with Google Ads

Session 1 : Google Ads Fundamental

- What is Google Ads
- Setting up Google Account Creation
- Billing Methods
- Types of Google Advertising
- Recent updates in Ads
- Account structure in Ads
- Ads Account Limits
- IP Address Exclusion
- Guideline of Google Ads
- What is CTR, Imp, CPC, CPM, CPA etc

Session 2 : Campaign Design

- What is Campaign & Types
- What is Smart Camp
- Creating First Campaign
- Location & Language Settings
- Networks and Devices
- Types of Bidding
- Budget Settings
- Ad Scheduling
- Advanced Setting
- Ad delivery and Ad Rotation

Session 3: Ads Imp tool

- Opportunities
- Change History
- Giving Account Access Levels
- Keywords Planner
- Ad Preview and Diagnosis
- My Client Center(Manager account)

Session 4 : Ads Certification

- Google Ad Certification Exams
- Exam Format and Pass Percentage
- Sample Exam Questions
- PPC Interview Questions
- Exam Guides in PDF
- Imp of Certification

Module 15. Search Advertising

Session 1 : Search Ads & Keyword

- Create search ads campaign
- Using Types of Goal in Search Ads
- Keyword Match Types
- Broad Match
- Phrase Match
- Exact Match
- Negative Match
- Broad Match Modifier
- Dynamic Search ads

Session 2 : Optimization of Campaign

- What is Ad Rank
- Improve Ad Rank
- What is Quality Score
- Factors Improving QS
- Reduce CPC
- Relation between QS and CPC
- Types of Bidding
- Flexible Bidding strategies
- Customize and optimize Bidding

Session 3 : What is Shared Library

- What is Shared Library
- Types of Shared Library
- Audience manager
- Shared Budget
- Portfolio Bid strategy
- Negative Keywords List
- Placement Exclusion
- Shared location

Session 4 : Ad Extension

- Location Extension
- Site links Extension
- Call Extension
- App Extension
- Price Extension
- Call Extension
- Callout Extension
- Lead form Extension and more

Session 5 : Other Ads Term	**Session 6 : Tracking Conversion**
➢ Filters and Segments ➢ Column Customization ➢ Search Terms ➢ Auction Insights ➢ Keyword Reports ➢ Automated Rules ➢ Keyword Diagnosis Tool	➢ What is Conversion ➢ Types of Conversions ➢ Implementing Conversion Tracking ➢ Conversion Reports ➢ Practical Case Study ➢ ROI Calculation ➢ Thank you Page Optimization
Session 7: Campaign Reporting	**Session 8 : Google Analytics Tool**
➢ Ad Clicks Reporting ➢ Performance Reporting ➢ CPC Reporting ➢ Conversion Reporting	➢ How to Linked Google Ads with Google Analytics ➢ Get Live User via Paid Advertising, Traffic checking of Google Ads

Module 16 : Display Advertising

➢ Types of Goals in Display Campaign
➢ Create a First Campaign
➢ Why to choose Display ads
➢ Concept of CPM Bid Strategy
➢ Types of Audience Targeting
➢ Ad Formats for Display Network
➢ Display Ad Scheduling & Delivery
➢ Content Targeting
➢ Create Image/Banner ads
➢ Dynamic Display ads
➢ Tracking conversion and Report

Module 17 : Video Advertising

➢ Importance of Video Advertising
➢ Creating a First Video Campaign
➢ Setting a Video Campaign
➢ Types of Audience Targeting
➢ YouTube Targeting Methods
➢ Bidding Types
➢ Type of YouTube Ads
➢ Reporting and Analysis
➢ Ad Formats in Video ads
➢ Reporting and Analysis

Module 18 : App Advertising

- ➤ Importance of App Advertising
- ➤ Creating a First App Campaign
- ➤ Setting a App Campaign
- ➤ Bidding Types
- ➤ App Ads Placement
- ➤ Tracking and Report

Module 19 : SnapChat Marketing

- ➤ What Is SnapChat Marketing?
- ➤ Type of SnapChat Marketing Ads
- ➤ How to use Snapchat for Business
- ➤ What is Spotlight Video and more features
- ➤ Tracking and Reporting

Module 20 : YouTube Marketing

- ➤ Why You Should Be Marketing On YouTube
- ➤ YouTube Demographics
- ➤ YouTube Updates and Guideline
- ➤ How to Optimize Your YouTube Channel
- ➤ Create a YouTube Account for Your Business
- ➤ Creating and Branding a YouTube Channel
- ➤ Optimizing Your Videos for SEO
- ➤ How to Increase Followers and Views
- ➤ Building a YouTube Marketing Strategy
- ➤ Understanding YouTube Analytics
- ➤ Running a YouTube Advertising Campaign

Module 21 : Mobile App Marketing

- ➤ Importance of Mobile Marketing
- ➤ Benefits of Mobile Marketing
- ➤ Types of Mobile Marketing
- ➤ Mobile Marketing Strategy
- ➤ How can I improve my mobile marketing?
- ➤ Installing and Uploading Apps on Android and IOS
- ➤ What is Mobile Social Media Marketing?
- ➤ Promoting Apps Techniques

Module 22 : Inbound Marketing

- Overview of Inbound Marketing
- Essentials of an Effective Inbound Strategy
- Optimizing Your Website for Search Engines
- Convert Visitors in Leads
- Creating Content with a Purpose
- The Fundamentals of Blogging
- Amplifying Your Content with Social Media
- Enticing Clicks with Calls-to-Action
- The Anatomy of a Landing Page
- Optimization Thank You Page
- Sending the Right Email to the Right Person
- HobSpot Inbound Marketing Certification

Module 23 : Leads and Traffic Generation

- What is Leads?
- How to Get Relevant Leads?
- Importance of Leads Generation
- How to increase Leads Online?
- Role of landing page
- Role of thank you page
- Converting Visitors into Lead and Sales
- What is Traffic and Type of Traffic
- How to analyze & Track Traffic (Google analytics)
- Ways to Increase Traffic

Module 24: Affiliate Marketing

- What is affiliate Marketing
- Cost per sale(CPA)
- Cost per Leads(CPL)
- Cost per click(CPC)
- Affiliate Marketing Basics
- Introduction to Advertisers
- Introduction to Publishers
- How to be a successful Publisher?
- How to manage Affiliate Network Accounts?
- Introduction to top Affiliate Network
- Top five Affiliate Network Understanding
- How to choose a Suitable Affiliate?
- How to make money via Affiliate Marketing
- Affiliate Marketing Success Stories

Module 25 Google Analytics

- Understanding Google Analytics
- How Google analytics Works and benefits for website and app?
- Google analytics Account Structure
- Setup an Google analytics account for website or apps
- Guideline of Google analytics account
- How to add analytics code in website/app
- Understanding Real Time Visitors
- Tracking of audience in GA
- Tracking of traffic source in GA
- Tracking Traffic for Page Visitors
- Understanding Goal and Conversion
- Difference between Bounce Rate and Exit Rate
- Technique reduce bound rate
- How to integrate Google Ads in Google analytics?
- Observing paid marketing Campaign in Google analytics
- Know about other activities in Admin Section
- How to generate Company Oriented report in GA

Module 26 : Google Search Console

- Introduction of Google Search Console
- Importance of Google Search Console.
- Setting Up Google Search Console Tools Account
- Adding Websites to Google Search Console
- Tracking the performance of website in Google Search Console
- Checking Crawling Status , Crawling Errors and Indexing Status
- How to add sitemap in Google Search Console
- How to work the Inspection of page
- How to check Google Structure data, Rich card and Highlighting
- How to remove 404 errors in Google Search Console
- Using Google Link Disavow Tool
- New Advance Activities in Google Search Console
- Internal Link and back links Analysis

Module 27 : Google Ad Sense

- What is Ad Sense
- Benefits of Google Ad Sense
- How to get Website approval for Ad Sense
- Guideline of Google Ad Sense
- Using Google Ad Sense account interface for YouTube & website
- Types of ads and Category
- How to place ads code in website or blog
- Optimize and manage Google Ad Sense account
- How to allow or disallow ads on blog/website
- How to add many website in one Ad Sense account
- How to create Performance Reports
- When to Get money from Google Ad Sense account

Module 28 : Google Map Creation

- Importance of Google Map Creation
- Creating a Google Map for Business
- Verification of Google Map
- Setting a Google Map
- Optimization of Google Map
- Google Map Promotion

Module 29: ORM Techniques

- Basics of Online Reputation Management
- Introduction to Social Media
- Online Monitoring/Brand Monitoring
- How to Analysis clients Business
- Engaging with customers
- Building Positive links
- Why importance of ORM
- ORM Techniques
- Business Listing
- Wikipedia business page
- Create profile on other social sites
- Creating Positive Reviews
- Manage Comment and Rating

Module 30: E-mail Marketing

- Introduction to Email Marketing
- Email as Conversation
- Creating the HTML Email
- Types of Email Marketing
- Landing Pages Optimization
- How to Create Mailing List
- How to Observe Spam words
- Top Email marketing software and online tools
- How to set up auto responders
- How to land in inbox instead of spam folder
- Improve ROI by the help of A/B Testing
- Metrics & Measurement

Module 31: SMS/WhatsApp Marketing

- SMS Marketing
- Types of SMS Marketing
- Benefits of SMS Marketing
- How to Write Effective whatsapp Content
- How to Use Whatsapp marketing Tools

Module 32: Ecommerce Marketing

- Understand Ecommerce Marketing
- Benefits of Ecommerce Marketing
- Different Type of Ecommerce Marketing
- Top Ecommerce website in the world
- Ecommerce Marketing scenario in India
- How to do Promote Ecommerce Website
- Perfect Ecommerce Marketing Strategy
- Product Wise Promotion

Module 33: Influencer Marketing

- What is Influencer Marketing
- Benefits of Influencer Marketing
- Understanding It Works
- Influencer Marketing Tools

Module 34: Canva Editing

- What is Canva
- Benefits of Canva Tools
- Understanding Canva Setting
- Customize Editing
- Creating Image for Social Post and Ads

Module 35: Interview Preparation

- Resume Writing
- Learn Company Needs
- Personally Development Tips
- Projects Details Discussion
- Work Exp Details
- How to Apply Job
- How to Get Perfect Job Based On Skills

Module 36: Marketing Place Selling

- What is Market Place Selling
- How to sell on Amazon
- How to Sell on Flipkart & Others
- How to Optimize Products
- Essential Thins to be Great Seller

Who Can Join Digital Marketing Course?

- Job Seeker
- Working Professional
- Entrepreneur
- Startup Business
- Housewives

Note: Here Training Also Available for Winter Training Projects, Summer Training and Internship Program.

------------- **Join Today Our Digital Marketing Program** -------------