Take Digital world by Storm

Digital Marketing from EduPristine

Become an Online Marketing Wizard

PROGRAM HIGHLIGHTS

• Learn A to Z of Digital Marketing
• Explore and Master latest Digital Marketing channels & trends
• Get Trained by Google Certified Marketing Experts
CAREER BENEFITS

- Digital marketing is likely to create 1.5 lakh jobs within next 2 yrs and there is huge shortage of specialized professionals.
- You can work as Digital Marketing Manager, SEO Manager, SEM Specialist and Digital Sales Executive, Social Media, Email Marketing, Web Analytics etc. work as a Freelancer or support your own business.
- The salary packages depends on the industry and companies.

COURSE HIGHLIGHTS

- **Classroom Training**
  Learn from Digital Marketing Industry Experts and Prepare yourself for Google certification
- **Study Material**
  Hard Copy of Study Notes
- **Online Materials**
  Topic Wise study material in the form of Presentation and Case Studies
  Practical Exercises
  Quiz/Assignment with detailed answers and explanation
  Doubt solving forum to interact with faculty & fellow students
- **Assignments & cases**
  Work on real time cases from different domains.
- **24x7 Online Access**
  24x7 Access to Course Material (Unlocked Excel Models, Presentations, etc.)

COURSE STRUCTURE

**Day 1: INTRODUCTION**

- What is Digital marketing
- Importance of Digital marketing
- How Digital marketing works

**Working Dynamics of Google Analytics**

- Essentials of a website
- Planning a website
- Case Study Discussion

**Google Analytics**

- Why analytics is so important
- Fundamentals of Google analytics
- Monitoring bounce rate
- Tracking conversions
- Other analytics platforms
- Monitoring traffic sources
- Monitoring visitors behavior
- Measurement
- Setting up Dashboards
- Taking corrective actions if required

**Day 2: Search Engine Optimization**

- What is SEO
- What are search engines
- What are keywords
- Tools to find keywords (paid & free)
- How to find relevant keywords
- Planning SEO of a website
- Monitoring SEO process
- Preparing SEO reports

**On page optimization**

- Keywords optimization
- Internal linking
- Meta tags creation
- Basic HTML knowledge
Creating sitemap
Uploading sitemap on website
Google webmasters tool

• **Off page optimization**
  What is page rank
  What are back links
  Techniques of link building
  What not to do in link building
  Checking your backlinks

• **SEO WEBMASTER TOOL**
  Local SEO
  Top free tools for SEO
  Mobile SEO

Day 3: **Search Engine Marketing**
What is online advertising
Types of online advertising

• **Ad Networks**
  Introduction to Ad Words – Google Ad words
  Getting Started with Ad Words – How to set up account etc.
  Targeting – Search, Contextual or placement
  Briefly introduce Bing

• **Search Campaigns**
  The Ad Words Toolbox – Keyword Tool, Site Exclusion Tool, Ad Diagnostic Tool Etc.
  Keyword Grouping using Broad, Exact, Phrase, Negative Match Techniques
  Writing Compelling Ad Copies—Do’s and Don’ts
  Creation of Effective Campaigns and Ad groups

• **Digital Display Campaigning**
  Display advertising
  Creation of Banners using Display Builders
  Remarketing Tools

• **Tracking & measuring ROI of online advertising**
  Insertion of Google Conversion code and its importance in Effective Campaigning
  Costs and Billing
  Tracking Ad Performance
  Optimizing Cost per Click
  Optimizing Ad Performance – Optimize Account & landing page
  Assignment on allocating funds to various online advertising platforms

Day 4: **Social Media Marketing**
What is social media
Understanding the existing Social Media paradigms
How social media marketing is different than other forms of Internet marketing
Marketing on social networking websites

• **Facebook marketing**
  Facebook profiles
  Facebook Fan Page
  Facebook advertising
  Facebook marketing mix with other marketing platforms
  Case studies on Facebook marketing

• **Linkedin Marketing**
  Understanding Linkedin
  What is linked in
  Company profile vs individual profiles
  Marketing on linkedin groups
  Understanding linkedin groups
  Linkedin advertising & it best practices
  Increasing ROI form linkedin ads
  How to do marketing on linkedin groups
  Case studies on linkedin marketing
• **Twitter marketing**  
  Understanding Twitter  
  How to do marketing on twitter  
  Case studies on twitter marketing  
  Performance tracking  

• **Google+ Marketing**  
  Understanding the importance of G+  
  Hangouts  
  Communities  

• **Video marketing**  
  Creating videos  
  How to create videos  
  Uploading videos on video marketing websites  
  Using youtube for business  
  Developing youtube video marketing strategy  
  How to increase number of views of your videos  
  Bringing visitors from youtube videos to your website  

• **Content Marketing**  
  What is blogging  
  Benefits of blogging/ Types of blogging  
  Benefits of each types of blogging  
  Creating your own blog- LIVE  
  Different platforms for blogging  
  Best practices while creating a blog  
  How to make your blog interactive for visitors  
  How to do marketing of your blog  
  Top 5 things that should be present in your blog  
  What not to do while blogging  
  Showcasing few best examples of top blogs  

**Day 5: Email Marketing & Going Mobile**  
  What is email marketing  
  Biggest challenge in email marketing  
  Increasing email subscription/ opt-in list  
  Legitimate/ opt-in email marketing  
  Using software’s to do email marketing  
  Creating your own email list of millions of email id’s  
  Best practices of email marketing  
  Writing a good email creative or html template  
  Inbox Deliverability  
  Email ReTargeting  
  Opt-in Data Segmentation  
  Split Testing  
  Scheduling  
  Measurement & Metrics  
  Multiple Email Campaigns  
  Guidelines  

• **Going Mobile and Competitor Benchmarking**  
  Key Concepts  
  Trends in Mobile  
  Making your Web mobile friendly  
  Mobile APPS  

• **Boundary Spanning Competitors**  
  Why do you need Competitor benchmarking  
  Social Media Monitoring tools  
  SEO Benchmarking tools  
  SEM Benchmarking tools  
  Email benchmarking
• **Affiliate Marketing**
  - What is affiliate marketing
  - Affiliate marketing scenario globally
  - Different ways to do affiliate marketing
  - Live examples of how people are making money as an affiliate
  - Getting your started as an affiliate by getting you approved as an affiliate from top global affiliate agencies
  - Some of the top affiliate networks in the world

• **Ecommerce Marketing**
  - What is ecommerce
  - Top ecommerce websites around the world
  - Ecommerce scenario globally
  - Why you need a solid ecommerce marketing strategy
  - Formulating right ecommerce marketing strategy
  - Using affiliate marketing to promote your ecommerce business
  - A case study on ecommerce marketing

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**Day 6: Lead Management**

  - What is lead generation
  - Different ways to generate leads
  - What are landing pages
  - How to create a landing page
  - Best practices while creating a landing page
  - A/B testing & why is it important
  - How to convert leads into sales
  - How to nurture leads
  - What is a lead funnel
  - Adopting correct marketing strategy for lead funnel
  - Examples of lead nurturing and strategies to convert leads into sales
  - How to convert dead leads- some examples

• **Growth Hacking**
  - What is growth hacking?
  - The problem that Growth Hacking solves
  - Typical start-up at work
  - Hype Cycle in a start-up
  - The Lean Marketing framework (LMF)
  - Practical Exercise: Apply LMF to your own site

• **Live Project**
  - Apply all the learning’s of the course on the site and create an actionable Plan of Action
TESTIMONIALS

Robert Bright Salijeni
Managing Director,
Roofhouse Ogilvy,
Malawi

Inspires Innovation

“I have had this hunger of learning and understanding Digital Marketing. This hunger came about with the Marketing trends that now see traditional way of communicating brands to customers and consumers slowly dying. In our business, we are challenged by our clients to come up with innovative ways of engaging their brands with their customers and consumers, and the first thing that came to my mind was to think digital. Yes, digital is the new way of engaging with customers and consumers, but then, had a challenge of the school that could take me through Digital Marketing lessons. Studying Digital Marketing at EduPristine my horizon in understanding Digital Marketing has expanded. The lessons are hands on and so far what I could not know and do before is easily done. The trainer is a great man with extensive experience and knows how to impart knowledge. By the end of three months, I know that my learning will pay me off. Hence, I am encouraging those with an interest to learn Digital Marketing to register with EduPristine Inc., it's affordable and the knowledge imparted great.”

Leslie L.G oppong
Team Leader, Stanbic Bank Ghana Limited

Rich Content with quality education

“Edupristine offers value for money and this is because I took a course in Digital Marketing and I am greatly impressed by the quality and rich content of the course as well as the delivery. I have learnt a lot within this short period and I am able to put them into practice as soon as the instructor completes a subject. I recommend Edupristine Digital Marketing course to all those who want to study about Digital Marketing or become a certified digital marketing instructor.”

Muhamed Al Youzbashy
Account Manager, Icons Marketing & Advertising, Kuwait

Truly Inspirational and Academically Relevant

“The Live Virtual Classroom for Digital Marketing at Edupristine offered me the ideal opportunity to broaden my brand management and marketing skills while studying with the most renowned and established training institute. I had the opportunity to interact with other participants from diverse background around the Globe. I found the training truly inspirational and academically relevant.”

Robert G.Sheety
Operation Manager, Alghanim Industries, Kuwait

Convenient timings for working professionals

“I am grateful that EduPristine has fulfilled my needs for studying online out-of-the-box courses. They provided me with high quality education on the latest & most updated Online Digital Marketing courses at the convenience of my busy work schedule. The strength of the Digital Marketing Certification is the rich learning experience that has placed EduPristine at the excellence of online training in Digital Marketing.”
HOW TO APPLY

For registrations contact:

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or
call +1 347 647 9001

Take your first step into Digital Marketing World...