

# START YOUR CAREER IN DIGITAL MARKETING

## Digital Marketing Programme

3 Months





# YOU CAN'T MANAGE WHAT YOU DON'T MEASURE!

Digital marketing is the backbone of today's economy. It is a skill that everyone should have irrespective of their job profile. Digital marketing may seem like one of the many professions that you can choose from a wide array of career options, like data science, programming, finance, etc. This Digital Marketing course is framed with an objective to train participants about the key aspects of digital marketing.

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## CAREER OPPORTUNITIES

This course will help you to become:

- Freelancer
- Digital Marketing Executive
- Full Time Job as Junior Digital marketing
- Social Media Analyst
- Social Media Executive
- PPC Analyst
- Content Marketing Executive
- Master: Improve your Skills of Digital marketing
- Business: Start your own Online Business





# PROGRAM CURRICULUM

## FUNDAMENTALS OF MARKETING

- Get introduced to the basics of marketing.
- Understand different digital marketing channels.

## CUSTOMER CENTRICITY

- Understand the importance of being a customer centric brand.
- Understand the motivations of the customer in the buying process.

## DIGITAL MARKETING CHANNELS AND METRICS

- Identify the digital marketing channels, their capabilities and the customer journey through the purchase funnel, along with key metrics at each stage.

## WEBSITE PLANNING & CREATION

- Understanding the domain name, it's importance & purpose.
- Understanding website design strategy & points to remember while creating website.

## DESIGNING AND BUILDING WEB OWNED PRESENCE

- Understand the visual elements of website.
- Create better landing pages to bring in more conversions.

## CREATING A BLOG

- Get hands-on experience of different tools for finding the perfect domain name.
- Buy Domain Name/WordPress and start web hosting.



## **GOOGLE ANALYTICS & GOOGLE WEBMASTER TOOLS (GWT)**

- Learn to create Google Analytics & GWT tools account.
- How to optimize Goal & Funnel, Integration of AdWords.

## **SEO ( ON-PAGE AND OFF-PAGE )**

- Understand the perspective of how Google's search algorithm works (Crawling, Indexing, Ranking).
- Develop knowledge of SEO tools such as Keyword Planner, Ubersuggest, SeoSitecheckup, etc.
- Perform an SEO audit for a website to identify the gaps.
- Suggest improvement strategies to fill the identified gaps.

## **SEM**

- Understand what is search engine marketing, what are the different objectives which can be achieved through SEM campaigns.
- Identify the different elements of an SEM campaign and how ad auction works.

## **PROGRAMMATIC AD BUYING AND DISPLAY MARKETING**

- Google Display Network - The complete process.
- Understand how programmatic ad buying works.

## **SOCIAL MEDIA MARKETING**

- Create a social media presence from scratch. (Facebook or Instagram Page).
- Create social media progress report to senior marketing management.

## **SMO**

- Learn to create & optimize social media profiles.
- Lead generation & promotion through social media platforms.





## **GOOGLE ADWORDS / ADS / PPC ( Pay Per Click )**

- Understanding need for Paid Advertisement.
- Understanding campaigns, designing & optimizing Ads and quality score of campaign.

## **EMAIL MARKETING**

- Role of email marketing, types of emails, email marketing objective.
- Build an automated email campaign (Drip Campaign).

## **MOBILE MARKETING**

- Role, Importance & Types of mobile marketing.
- Learn techniques, SMS marketing, ASO & App promotions.

## **CONTENT MARKETING**

- Identify and create the right types of content to achieve your marketing objectives.
- Build a distribution plan through content calendar mapping channels and content.

## **DISPLAY MARKETING**

- Understand the Programmatic Ad Buying Process.
- Learn to run and interpret results of a display ad campaign.

## **USER NURTURING: EMAIL, REMARKETING, LEAD QUALIFICATION**

- Analyse leads based on the lead scores and grades.
- Design and run an Email Marketing Campaign.





## ORM

- Understanding negative online reputation.
- Tools & Techniques of online brand building reputation.

## AFFILIATE MARKETING

- How to make money & create account in affiliate marketing.
- Strategies, challenges & tips to boost affiliate marketing

## GOOGLE ADSENSE

- Guidelines & process of google AdSense account setup.
- Account monitoring & management & Ad placement techniques.

## GOOGLE SHOPPING ADS

- Benefits & types of shopping campaigns.
- Setup, organizing & best practicing for shopping Ads/campaigns.

## BLOGGING

- How to create blogs & make money from blogging.
- Tips, tricks & techniques for blogs.

## WEB ANALYTICS

- Understand traditional marketing analytics vs. digital marketing analytics
- Extract data and analyse reports from Google Analytics

## DEFINING A ROBUST MARKETING STRATEGY

- Build an integrated marketing strategy.
- Create a channel mix and content strategy.





## PLANNING DIGITAL MARKETING RESOURCES (AGENCY VS TEAM)

- Identify need for an Agency.
- Understand the key skill sets required in a DM team.

# DIGITAL MARKETING TOOLS

This course will give you hands-on experience on the following tools:  
(These will differ based on the track you choose)

### SEO Tools:

**yoast**



**ahrefs**

**Ubersuggest**



**Screamingfrog**

**woorank**

**GTmetrix**



*SMM Tools:*



*Keyword Research Tools:*



**Ubersuggest**

*Analytics:*





# PROGRAM DETAILS

## DURATION

3 months ( 90 hours )

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## PROGRAM FEE

Complete program  
INR 45,000

Program fee mentioned in INR\*

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## ELIGIBILITY

Bachelor's degree in any field

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For further details, call us at  
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