



+91-9582170106

www.digitalschooldelhi.com

*ADVANCE
DIGITAL
MARKETING
TRAINING
PROGRAM +*



DIGITAL SCHOOL
OF DELHI



DON'T WAIT FOR
THE OPPORTUNITY

CREATE IT...

DIGITAL MARKETING OVERVIEW

- What is marketing
- P's of Digital Marketing
- Elements of Digital Marketing
- Digital Marketing Funnel
- How Digital Space changed the entire Business Model
- In-depth Understanding of Digital Marketing Assets
- Deep Understanding of Online Consumer Psychology & Behavior
- How to set up your 1st Online Business Successfully
- Digital Marketing versus Traditional Marketing
- Digital Marketing Channel & its importance
- Digital Marketing Strategy Creation
- Creating W.O.W. Factor for your Online Audience
- Understanding Customer Journey to make SMART Decision for your Career
- Broad Understanding of Different Digital Advertising Concepts
- Future Trends in Digital Marketing Concepts



WEBSITE PLANNING & CREATION

- What is a website & its Types
- Blue Print Creation for Websites
- ABC of website Planning & Creation
- How to make a website with 0% Technical Knowledge
- Defining Objective for your Website
- LOVE Factor: To make your customer in love with Website
- Online Business Publicity
- What is Domain & its importance
- What is Hosting & its importance
- Website Architecture
- Integration of Domain & Hosting
- Case studies on website Planning & Creation

ECOMMERCE WEBSITE CREATION

Website Planning

Server & Web Hosting

Installing Website Platform

Installing eCommerce Platform

Themes & Plugins

Essential Integrations

Website Speedup Tricks

Website Designing

Configuring Product Attributes

Product Uploading & Management

Coupons & Discounts

Invoice & Shipment Receipts

Setting up Payment Options &
Payment Gateway

Order Processing & Shipment

Asking for Customer Review

SEO Configuration

MOBILE MARKETING

Different Mobile
Devices & Features

Mobile Marketing &
Social Media Marketing

Fundamentals
of Mobile Marketing

Mobile Marketing
Analytics & Measurements

Creating Mobile
Websites with WordPress

Creating Mobile
Websites with Tools

Creating Mobile
App with tools

Advertising
on Mobile (Web & App)

SMS
Marketing

Mobile App Submission
on Android & iOS



SEARCH ENGINE OPTIMIZATION

- What is Search Engine Optimization?
- Types of Search Engine Optimization
- Mechanism of Search Engine Optimization Process.
- Understanding How Google became the leader in the digital media Space
- Ways to rank your website
- Factors which may affect your website ranking
- How to rank your website in the least possible time
- What are keywords?
- Types of Keywords
- Difference between Blackhat, white hat and Gray hat optimization Process
- SEO strategy to rank any kind of website
- SEO Copywriting
- Semantic SEO
- Technical SEO
- Keyword research Formula: Find Fruitful Keyword
- How to set the Keyword Priority Index to rank fast
- Bank Link SMART Acquisition Strategies like Reverse Image Research, Man Moving Method etc.
- Link Magnet to rank your website fast
- Data Markup.
- Knowledge Graph.
- Hidden Blackhat Techniques to Boost your Website Rank
- Website Auditing and Monitoring
- International SEO strategies to rank your website Globally



*“One of the most
demanded skills for everyone”*

Local SEO

- Google Places Optimization
- Classified Submissions
- Directory Listing
- Using H Card for Local SEO
- Citation
- Bing Places Listings

Major SEO Tools

Monitoring & Analyzing SEO Progress

Preparing SEO Reports

How to Create SEO Strategy for Your Business

What is Link Juice

Importance of

DA, PA, CF, TF & Other Factors

Google Algorithms & Penalties

How to Check Penalties

How to Rank faster on SERP

GOOGLE & WEB ANALYTICS

- Behaviour Reports: Understanding Visitor Personas
- How to optimize Data Via Qualitative & Quantitative Research
- Visitor Acquisitions Reports
- Advanced Table Filters
- Graphical Visualization of hidden data
- Deep Understanding of Visitor Flow Graph
- Campaign Tagging Strategies for Cleaner Attribution
- Google Tag Manager Basics
- Benefits of Tag Management
- Placing the Container Code
- Adding Google Analytics to Google Tag Manager
- Event Tracking for Video, Offsite Links, PDF Downloads, and Scrolling
- Cross-Device Reporting
- Defining Goals for Form Submission and Length of Engagement
- Custom Reports for Streamlined Metrics
- Account, Property, View Hierarchy
- Creating Multiple Views per Property: Main, Testing, Backup
- Relating Behaviors to Outcomes with Page and Event Segments
- Cohort Analysis
- Integration of Google Analytics to multiple marketing Platform
- Basic and Enhanced E-commerce Tracking

BLOGGING & CONTENT MARKETING

- Objective, benefits and strategy of Content Marketing.
- How to plan a framework for content creation.
- Million dollars content Marketing strategy.
- Understanding ROI of a content.
- Different types of viral content creation.
- Content Marketing tools and tactics.
- International practices in Content Marketing.
- Understanding Customer Persona to make Right Piece of content
- Content Distribution Strategies to boost Readership of Content
- The Customer Journey & The Content Marketing Plan
- Mastering Content Types- Blog Posts, Whitepapers, Case Studies, Infographics etc.
- Tonality - Tailoring the tone of the content according to the audience
- Channel - Tailoring the content according to the channel (e.g. how to tailor the content for a Facebook audience vs. content for a LinkedIn audience)
- Promotion - How to push content to relevant audiences
- 7 step strategy building process for Content Creation, Distribution and Optimization





GOOGLE ADWORDS & ONLINE ADVERTISING

SEARCH SUPREMACY: RULE THE RESULT OF SERP

- Understanding of Unique Selling Proposition via Keywords
- Convert Keyword into Revenue Generation Machine
- Keyword Research as per the buying Behavior of the Target Audience
- Spy on your Competitor add
- Using the right keyword to WIN the Marketing Competition
- 6 Proven tips to Increase the CTR
- Ad Copy Creation to Boost your Traffic
- Creating your 1st Search Profitable Campaign
- Deep Understanding of Top 5 KEYWORD Analysis Tool
- Maximize Click & Increase the traffic with ease
- Ad Extension and Usage
- Placement of Ad Extension as Per Marketing Goal
- IN-DEPTH Understanding of Different types of Search Ad
- Failure Factor of Search Campaign
- How Top Companies are using search network to Maximize the Profit

DISPLAY SUPREMACY:

GMAIL ADS:-

- New Customer Acquisition via Gmail ADS
- Strategies and Tactics for Gmail Ad Creation
- Placement of the Ad based on the Customer Behavior
- Email Campaign Creation
- Creative Adcopy Creation to for Single and Multi Product
- A/B Testing of Gmail Ads
- Profitable Bidding Strategies exclusively for Gmail Ads

SHOPPING ADS:-

- Google Merchant Centre Account
- Product Listing Ads Placement
- Shopping Campaign Creation
- Creating Most Profitable Ad Group and Ad strategy
- Best Practices: Product Listing Ads Ad Group Structure
- AdWords Label And Product Targets
- Plan, Monitor and Optimize your First Shopping Campaign
- Budget Planning and Optimization of Shopping Campaign
- Increase your Visibility by Competition the E-commerce Giants like Amazon, Flipkart, Bluestone etc

YOUTUBE AD CREATION:-

- Grow your Brand with Youtube Marketing
- YouTube Display Advertising Understanding
- YouTube Ad Formats Fundamentals
- YouTube Advertisement Understanding
- YouTube Campaign Planning & Implementation
- Get more View with less Budget

REMARKETING:-

- What is Remarketing
- How to set up Remarketing Campaign
- Customer Retention via Up-selling & Cross-selling the thing
- Understanding your Marketing Goal via Remarketing
- Creating Remarketing List to BOOST ROI
- Turn your browser into Revenue Generation Machine

ADWORDS FINANCIAL MANAGEMENT:-

- Adrank Ranking Factor
- Quality Score and its importance
- Bid Management
- Advanced Bidding Strategy
- Flexible Bidding Strategy
- Advantages & Disadvantages of different Bidding Strategy
- Quality Score & how to improve it and pay less to Google
- Conversion Tracking
- Importance of Conversion tracking
- How to configure conversion tracking
- Tracking & Measurement of ROI on Online Advertising
- Predictive analysis of Campaign Performance



SHARE

TWEET

≡

E

SOCIAL MEDIA MARKETING

What is Social Media Marketing

Understanding the Current Social Media Psychology

How Social media marketing is different from others

Forms of Social Media Marketing

Social Media Marketing Platforms

Facebook Marketing

- Understanding Marketing on Facebook
- Practical Session - Marketing on Facebook
 - Facebook Pages Creation
 - Inviting People to Your Page
 - Facebook Wall Posting and Page Setup
- How to Increase Fans on your Page
- How to do Marketing on Fan Page with Examples
- Fan/Visitor Engagement on Facebook Page
- Facebook Marketing Tools & Apps
- Facebook Advertising
- Types of Facebook Ads
- Facebook Ads Best Practices
- Understanding Facebook AdRank and Art of Posting for Maximum Engagement
- Practical Session - Facebook Marketing
 - Creating Facebook Ad Campaigns
 - Targeting in Ad Campaign
 - Different Payment Modules - CPC vs CPM vs CPA
 - Conversion Tracking in facebook
 - Using Facebook Power Editor Tool
 - Advanced Facebook Advertising using different tools

LinkedIn Marketing

- What is LinkedIn ?
- Understand Working of LinkedIn
- Company Profiles vs Individual Profiles

- LinkedIn Groups
- LinkedIn Group Marketing
- Best Practices for Advertising on LinkedIn
- How to Increase ROI from LinkedIn Ads
- LinkedIn Publishing
- Company Pages
- Advertising on LinkedIn
- Display vs Text Ads on LinkedIn

Twitter Marketing

- Understanding Twitter
- Major Twitter Management Tools
- How to Do Marketing on Twitter
- Black Hat Techniques for Twitter Marketing
- Twitter Advertising
- Types of Ads
- Twitter Cards
- Twitter Analytics

Digital School of Delhi is India's 1st digital marketing institution to provide complete practical exposure and implementation to every module of Course

Video Marketing (YouTube)

- Understanding Video Campaigns
- Creating Video Campaign
- Why Video Marketing is Important
- Advantages of Video Marketing
- Uploading Videos on Video Distribution
- YouTube for Business
- YouTube Video Marketing Strategy
- Bringing Targeted Traffic from YouTube
- Creating Video AdGroups
- Targeting Options & Bidding Strategy

INSTAGRAM MARKETING:-

- Chemistry of Instagram Stories & Your Business
- Content Winning Game Plan for Instagram Success
- Competitor winning Marketing strategies for your business
- Setting up your profitable marketing campaign
- Content v/s context analysis
- Secret Techniques to increase your follower & audience engagement
- Creating Ads for Instagram
- How to earn money via Instagram Profile
- Instagram Marketing for Business: How to sell on Instagram

SNAPCHAT MARKETING:-

- Importance of Snapchat marketing
- Advance strategies to make your brand famous on Snapchat.
- How to plan your first profitable marketing campaign?
- Content creation on Snapchat.
- How to increase followers on Snapchat?
- How to become an influencer on Snapchat?
- Snapchat ads

PINTEREST MARKETING:-

- How to create your first board and pins?
- Tactics to make your pin viral?
- Advance Pinterest strategies to boost traffic on your website.
- Measure and Monitor Effectiveness of Marketing Strategy
- Content strategy for Pinterest SEO.
- Case studies on the Pinterest marketing of various LOB.
- Learn How to set up your successful Pinterest Advertisement Campaign



SEO

Search

eCOMMERCE MARKETING & SEO

- Introduction to E-commerce Market
- Omni Channel Marketing Strategy for your E-commerce Business
- SEO for your Ecommerce Marketing Strategy
- Keyword Research & Analysis for your E-commerce Website
- Creating Online Customer Personas
- Designing the Landing Page for E-commerce Business
- Spy on your Competitor HSP.
- Content Planning for E-commerce Website
- E-commerce Business Model Funnel.
- Tracking and Measuring your E-commerce Marketing Goal
- Best ways to BOOST your E-commerce sales
- Understanding Buyer Cycle for more Conversion



LEAD GENERATION FOR BUSINESSES

- What is Customer Acquisition?
- CLV of online Business Scenario
- Proven Strategies to Accelerate your Sales Number
- Lead Generation and its importance
- 6 ways to Generation More Potential Lead
- New Business Development Funnel
- Lead Nurturing Strategies from Scratch
- Score Card: Lead Generation Objective
- Lead Magnet for Value proposition for your Business



ONLINE REPUTATION MANAGEMENT

- What is Digital Reputation Management
- Why Digital Reputation Management is Important
- ORM in Current Time
- How to Respond to Online Criticism
- Divine Rules of ORM
- Ways to Create a better Brand Image
- Online Reputation Management & Analysis Tools
- How to Overcome Bad Online Reputation
- How to boost your revenue via secret ninja ORM strategies
- 15 marketing winning secret sauce strategies to make the customer talk about you
- How to turn your followers into fans



E-MAIL MARKETING

What is is Email Marketing?

How Email Marketing Works?

How to Send Bulk Emails

Types of Email Marketing - Opt-In & Bulk

What is Opt-In Email Marketing

How to Setup Email Marketing Account

Platforms for Email Marketing

Setting Up Lists & Web Forms

How to Create a Broadcast Email

Introduction to Autoresponders &
How to Setup them

Tricks for sending Mail in inbox instead of Spam

Improving ROI with A/B Testing

AFFILIATE MARKETING

What is Affiliate Marketing
3 A's of Affiliate Marketing
How People makes Big Bucks with Affiliate Marketing
How to be a Successful Affiliate Marketer
Ways to Do Affiliate Marketing
Getting Started as a Affiliate Marketer
Different Types of Affiliate Programs
High Paying Affiliate Programs & Recurring Profit Programs
Top Affiliate Networks Worldwide
Creating Affiliate Websites
Affiliate Plugins & Tools

EARN MONEY FROM YOUTUBE WITH ADSENSE

What is AdSense
How to Get AdSense Approval
How to Use AdSense Account & Interface
Creating YouTube Channel
Creating & Uploading Videos
Monetizing Content on YouTube
YouTube Analytics

EVENT BLOGGING

What is Event Blogging
Advantages of Event Blogging
How to Choose Events
Domains & URLs
How to Make Event Blogging Blogs
Competitor's Analysis & Hacking
Keyword Analysis
Monetizing Event Blog
Commenting to Drive Traffic
Event Blog SEO for Better Rankings
Secret of Making Over \$1000 in a Day with Event Blogging

EARN MONEY WITH FREELANCING

What is Freelancing ?
What Skills can we offer as Freelancer?
Freelancing Platforms
How Much Money Can We Earn from Freelancing ?
How to Grab Freelancing Projects
Get Paid from Freelancing Websites

WHY WE ARE DIFFERENT FROM OTHERS



MEDIA BUYING AND PLANNING

- Create a holistic media plan with objectives, strategies, budgets, target audience, media selections, deliveries and measurements.
- Media Planning for Online Social Networks & Media Ethics
- Media Scheduling, Profiling & Preferring Techniques
- Impressions, Hits and Ratings MFP Flow Chart
- Digital Marketing Mix and Setting Media Objectives
- GRP Calculations, Deep Insights into bidding Strategies like BDI, CDI, CPP etc.
- Media Quintiles, SWOT and Competitor Analysis
- Cross Country Media Drafting and Creative Strategy to boost visibility Globally
- Media Planning for Viral & Guerilla Marketing Campaigns WOM Management Rate Card & Negotiating Tactics



DROPSHIPPING

- Dropshipping
- What is Dropshipping?
- Why Dropshipping is the next big thing?
- Start your E-commerce business from your dining table.
- Set up your own E-commerce store yielding high profit with 0% investment.
- Learn the best Marketing strategies and techniques to rule the market.
- Payment Gateway Integration and SSL certificate installation

BENEFITS OF OUR DIGITAL MARKETING COURSE

For Working Professionals:

- Better Career Opportunities
- More Career Opportunities
- Faster Career Growth
- Learn what others will learn later
- Work part time as a freelancer
- Enhance your skills
- Give Yourself an edge over other employees

For Established Businesses:

- Increase Sales Revenue
- Get Better ROI
- Generate Potential Leads
- Spend Marketing Budget on Target Audience
- Create Brand Awareness and Increase Visibility
- Convert Your Company into a Brand

For New Entrepreneurs/Startup Owners:

- Find More Customers Online
- Gain Experience in Online Business Operations/Management
- Increase Your Revenue
- Create Brand Awareness on Social Media
- Reduce Advertising Cost by 60%
- Generate Business Leads with Inbound Marketing
- Reach Larger Audience and Expand Your Startup/Business

For Job Seekers:

- Gain a Better C.V., Get more Calls and Crack Interviews
- Learn What others will Learn Later
- High Career Growth with Most Advanced Skills
- Work as a freelancer along with your Job & Studies
- Have Increased Self Esteem and Respect from Fellows
- Give Companies an Extra Reason to Hire You
- Earn Extra with Affiliate Marketing

CAREER OPTIONS YOU CAN CHOOSE AFTER COMPLETION OF DIGITAL MARKETING COURSE



SOCIAL MEDIA ANALYST

Salary: 18k to 30k
After 3 years of experience
Designation- Social media Manager
salary 35 to 65k



PPC ANALYST

Salary: 18k to 30k
After 2 years of experience
Designation- Sr. PPC Analyst
salary 35 to 65k



CONTENT MARKETING EXECUTIVE

Salary: 21k to 35k
After 3 years of experience
Designation- Content Marketing Manager
salary 40 to 60k



DIGITAL MARKETING EXECUTIVE

Salary: 21k to 35k
After 3 years of experience
Designation- Digital Marketing Manager
salary 50 to 70k



ONLINE REPUTATION EXECUTIVE

Salary: 21k to 30k
After 3 years of experience
Designation- Online Reputation Manager
salary 30 to 50k



FREELANCE DIGITAL MARKETER

Monthly earning with just
2-3 projects: 40k to 75k
Monthly earning with
4-5 projects: 1Lac to 1.5Lacs

CERTIFICATION

□ Get Certified by □

□ Google, Facebook, Hubspot etc.

□ One Training Program - 10+ International Certificates





+91-9582170106

www.digitalschooldelhi.com

help@digitalschooldelhi.com



**DIGITAL SCHOOL
OF DELHI**

Plot No. F2, First Floor, Main Tajpur
Road, Badarpur, New Delhi - 110044

REASON TO JOIN US



Get Certifications from
Industry Giants



Learn from
Industry Experts



Learn Complete A-Z of
Digital Marketing



Free Backup &
Doubt Session



Group &
Individual Assignments



Complete Practical
Exposure along with Theory



Build Your Own
Website or Online Business



Case Studies
from Industry



Free Tools & Themes of
Worth over Rs.55,000



Lifetime Access to
Premium Discussion Forum



Dedicated
Help & Support



Online & Offline Batches on
Weekdays, Weekends and Sunday