Quality Thought ®

Digital Marketing

Mode of Training: Online, Classroom, Corporate

Faculty: Mr.

Course Duration: 30 Days

Course Curriculum

INTRODCUTION

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why Digital Marketing Wins Over Traditional Marketing?
- Understanding Digital Marketing Process
- Increasing Visibility
- Visitors Engagement
- Tools Needed

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 & web hosting
- Adding domain name to web Server
- Adding webpages & content
- Adding Plugins
- Best & Bad Examples

What is email marketing?

- How email works?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Creating a broadcast email
- What are auto responders?
- Setting up auto responders
  - How to do bulk emailing?

Understanding lead generation for business

- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Types of landing pages
  - How to do A/B testing

Google AdWords Overview

- Understanding inorganic search results
- Overview of Microsoft AdCenter (Bing & Yahoo)
- Setting up Google AdWords account
- Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign
- Understanding AdWords Algorithm
- How does AdWords rank ads
- What is CTR?
- Why CTR is important?
- Understanding bids
- What is bidding strategy?

Web analytics Fundamentals

- 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

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

LinkedIn Marketing

- What is LinkedIn?
- Twitter Marketing
- Understanding Twitter

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

Off Page optimization

- What is Domain Authority?
- What is link building?
- Types of link building
- Do's and Don'ts of link building
- Top tools for SEO
- Monitoring SEO process

What is Online Advertising?

- Types of Online Advertising
- Display Advertising
- Banner ads
- In Text ads
- Different Online advertising platforms
- Creating Banner Ads Using Tools

What is ecommerce?

- Top ecommerce websites around the world & it's scenario in India
- Difference between E-Commerce software and Shopping Cart software
- Payment Gateways, Merchant Accounts & Logistics for physical goods.
- Affiliate Marketing by promoting products which looks like an ecommerce store.

Understanding Mobile Devices

- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile Marketing
- Content Marketing on mobile
- SMS marketing

What is Content Marketing?

- Introduction to content marketing
- Objective of content marketing

What is AdSense?

- How to get approved for AdSense?
- Using your AdSense account interface
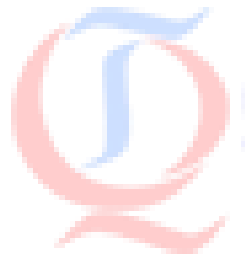
Supporting Enterprises around the Globe

Our Other Courses

DevOps & Cloud Computing

- AWS Admin Training
- Devops Training
- Azure Admin Training

Artificial Intelligence & IOT

- Artificial Intelligence Training
- IOT Training

Big data

- Hadoop Development Training
- Spark And Scala Training

Data Science & Blockchain

- Data Science Training
- Blockchain Training

QA and Testing

- Manual Testing
- Big data Testing Training
- Selenium Training
- Appium Training
- Web services Testing Training
- Security Testing Training
- Performance Testing Training
- TOSCA Training
- ETL Testing Training

RPA and Automation

- Automation Anywhere Training
- Blueprism Training
- Uipath Training

Programming & Framework

- Core Python
- Advanced Python Training
- Django Training
- C,C++Programming Training

Others courses

- Digital Marketing Training
- Spoken English Training
- Chat Bot Making Training
- BI Reporting Tools Training
- Sail point IIQ

Established in 2010

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