



# Digital Marketing



## **Course Overview:**

dridhOn's online digital marketing certification course makes you an expert in almost all concepts of digital marketing such as search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), Google AdWords certification, web analytics, email marketing and also we offer real-time projects and this makes you more exposure to the world of marketing.

## **Training Features:**

- 48 hours of blended learning
- 48 hours of Online self-paced learning 16 hours of instructor-led training
- Five lesson-end knowledge checks
- 1 real-life course-end project 20+ assisted practices on all modules
- Industry-recognized course completion certificate

## **Delivery Mode:**

- Online Live Virtual Instructor Led Training

## **Target Audience:**

An individual who is wishing to takes his or her career in digital marketing should take this digital marketing certification course, Anyone who is having excellent leadership skills must take up this course. Also, those who are eager for their career development can take up these digital marketing courses in Bangalore. This course is more beneficial for marketing managers, marketing consultants, entrepreneurs, sales professional's communication graduates

## **Key Learning Outcomes:**

This digital marketing training Bangalore upskills you in,

- On page SEO optimization
- Off page SEO optimization
- Sitemap creation content marketing
- social media marketing
- SEM paid per click(PPC)
- Email marketing

## **Certification Details:**

- Complete at least 85 percent of the course or attend one complete batch
- Successful completion and evaluation of the project

## Mastering SEO, Content Marketing, PPC and Digital Analytics

### Digital Marketing Program

- Introduction SEO Foundation
- Content Marketing Foundation
- Digital Analytics Foundation
- Google Analytics PPC Foundation
- Google Ads Fundamentals Programmatic Buying

## Mastering Social Media, Mobile Marketing and Digital Strategy.

- Social Media Foundation Facebook Marketing
- YouTube and Video Marketing
- Twitter Marketing
- Mobile Marketing Foundation
- Email Marketing Foundation
- Marketing Automation
- Foundation Website Conversion Rate Optimization
- Foundations Digital Marketing Strategy

## Advanced Web Analytics

- Introduction to Digital Analytics
- Building Blocks Fundamentals of Digital Analytics Business Perspective
- Methodology -Lean Six Sigma Data Analysis Fundamentals
- Analysis Perspective: Providing Insights
- Enabling Capabilities
- Managing Analytics
- Audience
- Acquisition
- Behavior
- Conversions
- Onboarding Retention and Expansion
- Advocacy
- Privacy and Ethics Wrapping Up

## Advanced Search Engine Optimization (SEO).

- Lesson 1 : Introduction to SEO
- Lesson 2 : How Search Engines Work
- Lesson 3 : Keyword Research
- Lesson 4 : On-Page Optimization
- Lesson 5 : Website Management and Optimization
- Lesson 6 : Off-Page SEO
- Lesson 7 : Planning A New Website
- Lesson 8 : Market Your Optimized Website
- Lesson 9 : Analytics and Measurement
- Lesson 10 : What's Next-Learning Path

## Advanced PPC Certification Program

- Course Introduction
- Lesson 01 - Psychology of Search
- Lesson 02 - Buying Funnel
- Lesson 03 - Understanding Keyword Organization
- Lesson 04 - Keyword Match Types
- Lesson 05 - Negative Keywords and Managing Search Terms
- Lesson 06 - Keyword Research
- Lesson 07 - Creating Compelling Ads
- Lesson 08 - Advanced Ad Features
- Lesson 09 - Ad Testing
- Lesson 10 - Ad Extensions
- Lesson 11 - Campaign Types Budget and Reach
- Lesson 12 - Location and Language Targeting
- Lesson 13 - Introduction to Audience Types
- Lesson 14 - How to Segment Data and Create Lists
- Lesson 15 - Using the Audience Lists to Reach Customers
- Lesson 16 - Introduction to the Display Network
- Lesson 17 - Display Targeting Options
- Lesson 18 - Display Ad Formats
- Lesson 19 - Setting And Measuring Goals
- Lesson 20 - Bidding and Attribution
- Lesson 21 - Reporting and Testing
- Lesson 22 - Ad group organization
- Lesson 23 - Campaign Organization
- Lesson 24 - Working with Multiple Accounts
- Lesson 25 - Introduction to Quality Score
- Lesson 26 - Working with Quality Score
- Lesson 27 - Quality Score Diagnosis and Pivot Tables
- Lesson 28 - Setting Up Your PPC Strategy
- Lesson 29 - Creating Your Account
- Lesson 30 - Managing Your Account
- Lesson 31 - Shopping and Video Campaigns Lesson
- 32 - Automation and Other Tools

## Advanced Social Media

- Introduction to Social Media
- Creating a Social Media Strategy
- Understanding Paid Earned and Owned Social Media
- Social Sharing Blogging for Business
- Finding and Communicating with Influencers Video and YouTube YouTube Advertising
- Social Networking and Facebook
- Facebook Advertising
- Microblogging and Twitter Twitter Advertising
- Online Reputation Management
- Social Media Measurement
- Social Media Analytics
- Pinterest Marketing
- Marketing through
- LinkedIn
- Instagram