

Modules Covered

- 1) Introduction to Digital Marketing
- 2) Website planning and designing
- 3) Content Marketing
- 4) Lead Generation and Email Marketing
- 5) Introduction to Google Products
- 6) Google Adwords - PPC Advertising
- 7) Google Analytics

Modules Covered

Practical Assignment – Hands on

8) Video Marketing

9) Introduction to Social Media Platforms and their marketing techniques

10) Facebook marketing

11) Twitter marketing

12) LinkedIn marketing

13) Mobile App Planning and developing, Mobile Marketing

Modules Covered

Practical Assignment – Hands on

- 14) SEO - SEM
- 15) Online Reputation Management
- 16) Creating Digital Marketing Strategies
- 17) Google AdSense and Blogging
- 18) Affiliate Marketing
- 19) Final assessment and guidance to get a job in the market

Google Certification Guidance



Codefrux
Technology
Accelerating the future of Communication

- Get trained for 7 Google Exams
- Six Adwords Certifications:
 1. Adwords Fundamental
 2. Video Advertising
 3. Search Advertising
 4. Display Advertising
 5. Shopping Advertising
 6. Mobile Advertising
- Google Analytics Certification

Why Digital Marketing

- What is Digital Marketing?
- Why Digital Marketing is better than traditional marketing?
- Opportunities in Digital Marketing
- Understanding Digital Marketing Process
 - Increase Visibility
 - Visitor Engagement
 - Bringing Targeted Traffic
 - Converting Traffic into Leads
 - Retention
 - Performance Evaluation

Website Planning And Designing



- Understanding Internet
- Difference between Internet and Intranet
- Understanding Websites
- What is domain names and their extensions
- What is web server and hosting



- **Different types of Web Servers**
 - Based on Functionality
 - Based on Purpose
- **Planning, Conceptualising and Designing a Website**
 - Registering a Domain name
 - Purchasing a web server
 - Configuring a web server for our website
 - Adding webpages with content
 - Plugins for different functionalities



- **Building website using CMS in class**
 - Identifying objective of webiste
 - Deciding on Number of Pages Required
 - Planning for engagement options
 - Creating Blueprint of Every webpage

Content Marketing

- What is content marketing
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 steps strategy building process
- Types of content
- Learn to write great compelling content
- Keyword research for content ideas

Content Marketing

- Optimizing content for search engine
- Discussing authority of Blog
- Steps to develop a authority Blog
- How to market content
- Understanding Online influencers
- 35 ways to fetch attention of visitors

Lead Generation & Email Marketing

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- Types of eMails
- What is opt-in email marketing
- Creating a broadcast email
- What are auto responders?
- How to do bulk emailing?
- Best practices to send bulk emails
- Top email marketing softwares & a glimpse of how to use them

Lead Generation & Email Marketing

- Improving ROI with A/B testing
- Understanding lead generation for business & Why is it important
- Understanding Landing pages and Thank you pages
- Landing Pages vs Website
- Best practises to create a Landing page and Thank you page
- What is A/B testing?
- How do we A/B test
- Converting Leads into Sales
- Understanding Lead Funnel
- Steps in leads nurturing

Google Products

- Introduction to Google
- How Google Business works
- Types of Google Platforms
- Uses of Google Tools
- Why this course is a Google Oriented course?
- Difference between Google Search engine and others

Google Adwords

PPC Advertising

- Google Adwords Overview
- Understanding Adwords Algorithm
- Creating Search Campaigns
- Understanding different types of bid strategy
- Advanced level bid strategy
- What are flexible bidding strategies
- Understanding Ad-Extensions
- Creating Ad-Groups

Google Adwords

PPC Advertising

- Finding relevant adgroup options
- Using Adword tools
- Understanding Keywords
- Choosing the right keyword for your campaign
- Creating Ads
- Tracking performance / conversions
- Creating Display Campaign
- Remarketing

Google Analytics

- Introduction to Google Analytics
- How Google analytics works
- Understanding Google Analytics account structure
- Understanding Cookie tracking
- Starting with Google Analytics
- How to set up Google Analytics account?
- Configuring Google Analytics account?
- Understanding Metrics
- Understanding Goals and Conversions
- Bounce vs Bounce rate

Google Analytics

- Bounce vs Exit rate
- How to reduce bounce rate
- Integration of Adwords and Analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging
- Understanding Filters & Segments
- Set up Segments
- How to view customized reports
- Monitoring Traffic sources
- Monitoring Traffic behavior

Video Marketing

- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of Video marketing
- Benefits of Video marketing
- Uploading videos on Video marketing websites
- Using youtube for business
- Bringing visitors from youtube videos to your website

Facebook Marketing

- Understanding Facebook marketing
- Creating Facebook page
- Exercise on fan page wall posting
- Increasing fans on fan page
- How to do marketing on fan page
- Fan engagements
- Facebook advertising
- Types of Facebook advertising
- Understanding Facebook best practises
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module
- Conversion tracking
- Power editor tool

Twitter Marketing

- Understanding Twitter
- Tool to listen and measure Influence on Twitter
- How to do marketing on Twitter
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards

LinkedIn Marketing

- What is LinkedIn
- Understanding LinkedIn
- Types of Profile
- Understanding LinkedIn Groups
- How to do marketing on LinkedIn Groups
- LinkedIn advertising and best practices
- LinkedIn Publishing
- Company pages
- Advertising on LinkedIn
- Display vs Text

Mobile Web Marketing

- Understanding Mobile Devices
- Mobile marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile Marketing
- Key Industry terminology
- Creating mobile websites
- Using tools to create mobile websites
- Creation of Mobile App
- Content marketing on mobile
- SMS marketing
- Mobile app marketing

Search Engine Optimization

- What is SEO
- Introduction to SERP
- What are search engines
- How Search engines work
- What are keywords
- Types of keywords
- Keyword Planner Uses
- Google Keyword Planner tool
- Understanding Google Operator
- On Page Optimization

- Off Page Optimization
- Local SEO
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- Create SEO Strategies for your business
- What is Link Juice
- Importance of Domain and Page authority
- How to optimize exact keywords for your business
- How to recover your site from Google deindexing



- What is online reputation management
- Why online reputation management is important
- Understanding scenario
- How to deal with criticism online
- 9 ways to maintain good online reputation
- 10 ways to create positive brand image online
- Understanding tools to monitor online reputation
- Steps to overcome negative online reputation
- Best examples of online reputation management

Creating Digital Marketing Strategy

- Build a content strategy
- Implement search engine optimization (SEO)
- Use inbound marketing, not interruption marketing
- Create solid landing pages
- Focus on your website architecture
- Develop a social media plan
- Use analytics to find out what's working

Common adsense rejection reasons

- Insufficient content / Unacceptable site content
- Page Type / Design of your blog
- No Privacy Policy, About Us or Contact Us page
- Site Does Not Comply With Google AdSense Policies

Things to do before applying for adsense

- Write high-quality content
- Create privacy page for your blog
- Create about page
- Setup A contact us page
- Verify your name and email
- Have some good number of posts
- Improve your blog design
- Check your content type
- Use top level domain
- Remove other ad networks
- Check your traffic sources

Affiliate Marketing

- What is Affiliate Marketing
- How Affiliate marketing works
- Top Affiliate marketing networks
- Great Option for Marketer
- Affiliate marketing networks in India
- Affiliate marketing payment models
- Affiliate Marketing Software
- Some Affiliate Software
- Affiliate marketing in E-commerce
- Apply for Affiliate marketing network
- Understanding the dashboard
- Promoting the Affilaite products
- Methods of promotions

Digital Marketing OJT

- Real time Digital Marketing Project
- Prepare the trainee as per existing job opportunities
- High performance interactive training
- Gain high levels of confidence in all digital marketing topics
- Frequent feedback and evaluate performance
- Mock Tests, Mock Interviews, Resume preparation
- Arranging the interviews till the student get Hired / absorb the student in our development wing