

# Digital Marketing Training Curriculum

## STRUCTURE



www

# DIGITAL MARKETING



# Digital Marketing Training Curriculum

*“Digital Marketing Course Roadmap to enhance your career graph tremendously like never before”*

## Course Objectives:

- Learn all about Digital Marketing concept in-depth
- Establish your career as a digital marketing professional
- Earn certification and get hired by leading industries
- Learn to acquire freelance projects and how to position yourself as a freelance digital marketer.

## About Course:

The aim of this online course on digital marketing is to give you comprehensive training for mastering the concepts of Search Engine Optimization (SEO), Content Marketing, Mobile Marketing, Email Marketing, Social Media Marketing, Web Analytics, Pay-Per-Click (PPC), Conversion Optimization.

The main target of this Digital Marketing training course is to give you an insight into the upbeat and exciting prospects of Digital Marketing. The course aims to provide you the knowledge to will help you deploy digital marketing strategies and tools on your job.

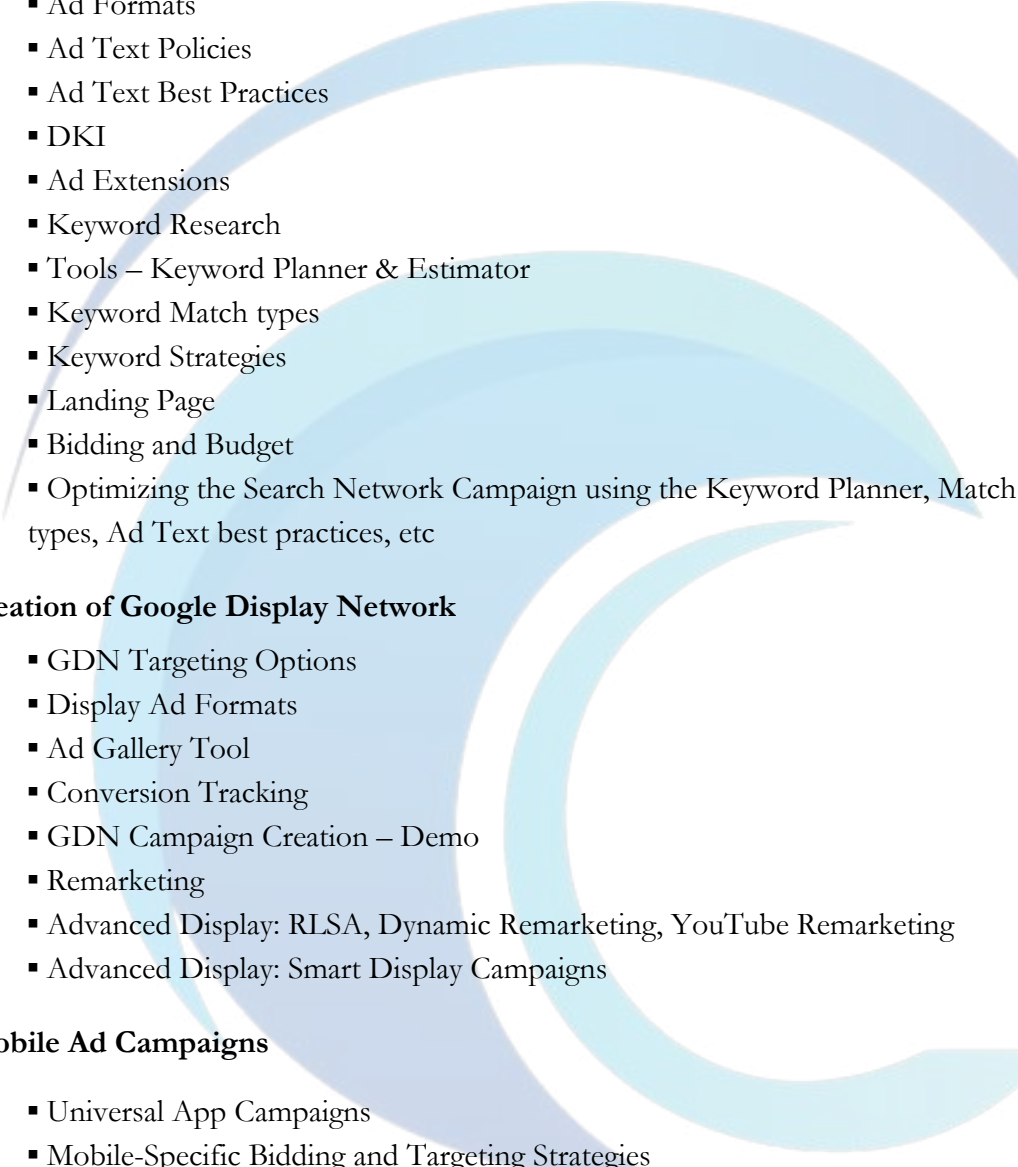
You will learn about the practical functioning of the key Digital Marketing tools as well as workflows which are used in intelligent marketing campaigns along with steps for implementing agile digital marketing strategies.

## Module 1: Digital Marketing Overview

- Overview of Digital Marketing
- Different online marketing channels
- How is it different from Traditional Marketing?
- Understand the journey of online customer
- Key Terminologies in Online Marketing
- Overview to Content Management System
- Overview of case studies and business model
- Introduction to SEO, How Do Search engines work?
- Search Engine Algorithms & google algorithm Updates
- Google Search Console
- Competition Analysis
- On-page, and Off-Page Optimization strategies
- Content development strategy

## Module 2: Search Engine Marketing (SEM/PPC/Google AdWords)

- What is SEM? Why SEM?
- What is Google AdWords? Why Google
- AdWords? Google Network
- AdWords Terminologies

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- How Does the SEM Auction Work?
  - Structure of an AdWords Account
  - Campaign Types – Introduction to Search, Display (including Videos),
  - Shopping and Mobile-specific campaign types, and when/why to use them.
  - Creation of a Search Network Campaign
    - What are Ads?
    - Ad Formats
    - Ad Text Policies
    - Ad Text Best Practices
    - DKI
    - Ad Extensions
    - Keyword Research
    - Tools – Keyword Planner & Estimator
    - Keyword Match types
    - Keyword Strategies
    - Landing Page
    - Bidding and Budget
    - Optimizing the Search Network Campaign using the Keyword Planner, Match types, Ad Text best practices, etc
  - **Creation of Google Display Network**
    - GDN Targeting Options
    - Display Ad Formats
    - Ad Gallery Tool
    - Conversion Tracking
    - GDN Campaign Creation – Demo
    - Remarketing
    - Advanced Display: RLSA, Dynamic Remarketing, YouTube Remarketing
    - Advanced Display: Smart Display Campaigns
  - **Mobile Ad Campaigns**
    - Universal App Campaigns
    - Mobile-Specific Bidding and Targeting Strategies
    - Measuring Mobile Ad Performance and Conversions Report Editor
    - Optimization Strategies
    - Account Audit Demo
  - **Shopping Campaigns – Introduction**
    - What are Google Shopping Ads /Product Listing Ads?
    - Where do they appear on Google? What Shoppers on the internet do?
    - What retailers need? – New Advertising technologies
    - Google Shopping set retailers up for success
    - Features of Google Shopping Why PLA's? And the path to creating PLA Ads
    - Merchant Centre Steps
    - Create Shopping Campaign on Google AdWords
    - Track Performance and Optimize the Campaigns

## Module 3: Social Media Marketing

- Brief to social media marketing
- Key steps for social media success.
- Social Media Statistics & Strategy
- Importance of using essential social media tools
- Social media marketing integration.
- Creating Content for Facebook & Social Media
  - Why Content is the foundation of SMM?
  - Psychology of Social Sharing
  - Building Content That is Inherently Shareable
- **Facebook marketing**
  - Facebook Page Best Practices
  - KPIs to measure success
  - Facebook Insights
  - Facebook Business Manager
- **Facebook advertising**
  - How does Facebook Advertising Work?
  - Facebook Ad Campaign Objectives
  - Facebook Ad Targeting
- **YouTube marketing**
  - YouTube Marketing Overview
  - YouTube Marketing Strategy
  - How to Find Video Ideas with Competitor Analysis
  - How to Find YouTube Video Ideas with Keyword Research
  - YouTube Account Setup
  - YouTube Account Optimisation
  - YouTube Banner
  - YouTube Channel Tags
  - YouTube SEO
  - Enable Custom Thumbnails
  - YouTube Thumbnails
  - YouTube Cards
  - YouTube Comments
  - Manage Multiple YouTube Accounts
  - YouTube Monetisation
  - YouTube Ads
  - YouTube Analytics
- **Twitter marketing**
  - Twitter Marketing for Brand Awareness
  - Twitter Ads
  - Twitter Analytics
  - Twitter Tools

# Module 4: Search Engine Optimization

## • Introduction to SEO

- How do Search Engines work?
- Indexing & Crawling Basics
- Optimizing Crawl Budget

## • Organic Search vs. Paid Search Results

- Anatomy of a Search Result (Search Snippet)
- What is On-page SEO (Content, Architecture, HTML)?
- What is Off-page SEO/Link Building (Social, Content-based, PR)?

## • Keyword Research

- Finding Seed Keywords: Mind Map for Keyword Research
- Using Wikipedia, Forums for Keyword Research
- Keyword Research Process – Identify Seed Keywords, Collect Metrics, Map Keywords
- Google Keyword Planner Tool

## • On-page SEO

### • HTML Basics

- Web Page Basics: What is HTML, JavaScript, CSS
- Basic HTML Tags to create a web page
- HTML Tags for SEO: Title, H1, META Tags, IMG, A
- On-page SEO Elements
- Crawling: XML, HTML Sitemaps, Robots.txt
- Content Clusters (Creating SEO-based content)
- Negative on-page to avoid

## • Technical SEO

- URL Architecture
- Page Speed Analysis (GTMetrix /YSlow / Google Page Speed Insights)
- 301 Redirects

## • Mobile SEO

- App Store Optimisation
- Mobile Websites: Responsive, Adaptive, Dynamic
- Optimising for Voice Search
- Schema markup
- What is Schema & Why is it relevant to SEO.
- Schema Types – Micro, JSON-LD
- Common JSON Schema Tags – Organisation, Website, Blog Posting
- How Schema shows up in SERPs?

- **Off-page SEO**

- **Link Building**

- What is Link Building?
- Link Building Tactics
- Manual Link Building Process
- Link Building Metrics

- **Social SEO**

- Quora
- YouTube Video SEO
- SlideShare, Scribd, and other Social Channels for SEO

- **Local SEO**

- What is Local SEO, Pigeon Update
- Google My Business, Bing Places
- Local Pages on your website
- Local Listings/Citations
- Backlink audit of one website
- How to audit backlinks of competitors and gain insights?

- **SEO Audit, Tools, Measurement**

- SEO Audits
- What are SEO Audits?
- Different Types of SEO Audits
- Complete SEO Audit with Checklist – Screaming Frog SEO Spider, SEMRush Backlink Audit, Page
- Speed Audit with GTMetrix / Google Page Speed Insights, Mobile Site Audit
- Google Search Console

- **Algorithm Updates**

- History of Google Algorithms
- Panda, Penguin, Pigeon, Caffeine updates
- RankBrain and the Future of SEO

- **Measurement with Google Analytics**

- Basics of Google Analytics
- SEO Metrics to Measure – On-page, Off-page, Technical
- SEO Reporting

## Module 5: Email Marketing

- **Setting up an Email Marketing Machine**
- **ISPs, Hosting Facility and MTA**
- **IP/DNS and Shared vs. Dedicated IPs**
- **MX Record, Whitelisting, Response Handlers and Bounces**
- **Effective Email Content**
  - Conversation, Relevance, Incentives
  - Timing, Creative & Copy, Attributes
- **Customer Acquisition Strategies**
  - Rented List Emails
  - Co-branded Emails
  - Third Party Email Newsletters
  - Viral Emails
  - Event Triggered Emails
  - House E-newsletters
- **Effective Creative Introducing**
  - CRABS- Do your Emails have Crabs?
  - Email Template Model
  - Best Practices
  - NLP Demonstrations (Neuro-Linguistic Programming) to Understand Customers Better
- **Nurturing & Automation**
  - Tools to Enhance Lead Nurturing
  - Enhance Better Reach
  - Analyze Behavior Patterns
  - Analytics
  - Automation and More
- **Resources to do situational analysis and progressive updates**
  - Customer Personal Toolkit
  - Complete Email Marketing Worksheet
  - Content Editorial Calendar
  - Digital Marketing Strategy Toolkit
  - Email Contact Strategy Template
  - Email Campaign Calculator
  - Email Marketing Health Check
  - Structuring Digital Marketing Team
  - Web Resources to Improve Subject lines, HTML Codes, Spam Testers and Deliverability Issues

## Module 6: Website planning/Creation/Optimization

- Webpage and website
- Basics of HTML
- Other languages for website creation
- Common tag
- PHP Based Platform
- What is a webpage?
- Types of Website
- Difference between Blog and Service Webpage
- WordPress
- Difference between themes and plugins
- Posts vs pages
- Category vs tags
- General Customization
- What is WordPress?
- How to change theme in WordPress?
- How to use plugin?
- How to install WordPress?
- How to upload Demo content?
- How to install premium plugins?
- Difference between Free themes and premium themes
- Create Posts and Pages

## Module 7: Inbound Marketing

- What is Inbound Marketing?
- Inbound Marketing Process
- Content Marketing Concepts
- **Landing Page Design Concepts**
  - Conversion Oriented Landing Page Design
  - Investment in Landing Page
  - Is it for me?
  - What is it?
  - Critical Concerns to Address on the Landing Page
  - What's the Next Step?



## **Module 8: Affiliate Marketing**

- Understanding Affiliate Marketing
- Google Analytics
- Banners, Promos, Discounts
- Email campaign
- Campaign measurement and Tracking

## **Module 9: Mobile Marketing**

- Understanding Mobile Devices
- Impact of Mobile Marketing in Social Media
- Mobile Marketing Analytics
- Mobile Apps Engagement
- Growth in the Mobile Industry
- Promoting Site in Mobile Apps
- Benefits of Mobile Marketing
- Targeting Options in Mobile Apps
- Mobile Marketing Goals
- Mobile Ad Formats
- Reporting in Mobile Ads
- Google AdWords

## **Module 10: Content Marketing/Blog Management**

- What is Content Marketing?
- How many types of Content Marketing?
- What is a writer?
- Difference between Informative and Potential Content?
- Content Marketing Do's and Don'ts
- Content Planning
- Final words on your Strategy
- How to generate leads through potential content?
- How to target potential customers through right content?
- Find right keywords for content marketing
- Effective content marketing strategy
- Let's talk about strategy for content marketing
- Analyzing the keyword for content

## Module 11: App Marketing/App Store Optimization

- What is App Marketing?
- App Store Optimization
- How to decide Target Cost Per Install?
- How to increase install in Play Store?
- How to generate downloads through Facebook?
- How to make business from mobile marketing
- Effective mobile marketing strategy
- Create iOS and Android App Ads
- How to lower Target CPI?
- How to target potential customers through search engine marketing?

## Module 12: Web Analytics & Reports

- What's analysis?
  - Is analysis worth the effort?
  - Small businesses
  - Medium and Large-scale businesses
  - Analysis vs Intuition
  - Introduction to Web Analytics
- Google Analytics
  - Getting Started with Google Analytics
  - How Google Analytics works?
    - Accounts, profiles and user's navigation
    - Google Analytics
    - Basic Metrics
    - The main sections of Google Analytics reports
    - Traffic Sources
    - Direct, referring, and search traffic
    - Campaigns
    - AdWords, AdSense

## Content Performance Analysis

- Pages and Landing Pages
- Event Tracking and AdSense
- Site Search

## Module 13: Online Reputation Management (ORM – 21)

- What is ORM?
- Why ORM is important for your business?
- Factors of Online Reputation Management
- Negative effects of bad online reputation
- How to get customer reviews?
- Monitor Online Conversations
- Don'ts of Online Reputation Management
- Do's of Online Reputation Management
- How to Improve Your Reputation
- Tools of Online Reputation Management
- Introduction to Google Alerts
- Different Types of Google Alerts

## Module 14: E-Commerce SEO

- How to index product in search engine?
- Rank on Potential Keywords
- Increase Quality Backlinks
- What is Ecommerce Marketing?
- Difference between Normal SEO and Ecommerce website SEO?
- What is the role of reviews in ecommerce marketing?
- Product presentation and "ROI" parameter
- How to think as a customer
- Boosting sales
- How to increase ecommerce sales through Facebook?
- Ecommerce basic concepts?
- How to promote large products in single click?
- Effective strategy plan for Ecommerce website
- Cart development techniques

## Module 15: Video Marketing/Video optimization

### • Media buying & selling

- Setting up the objectives
- Understand the key tasks to draft an “awesome” digital media plan
- Segmentation & targeting of the audience
- Best practice to execute the campaigns post the media plan
- Understanding multiple formats & appropriate for our targeted digital platforms

## **Module 16: Digital Marketer as a Freelancer**

- What is Freelancing?
- Top platforms for Freelance digital Marketers
- How to get project on Freelancer?
- How to get project on Upwork?
- How to Create gigs on Fiverr?
- How to generate sales on Fiverr?

## **Module 17: Lead Generation**

### **Attracting your potential customers into conversion funnel**

- Various Ways to Build Reach Through Digital Marketing
- What are Engagement Magnets?
- How to Identify Right Set of Engagement Magnets for your Business?
- Effectiveness of Various Engagement Magnets
- Digital Reach Building Strategy Through Inbound Interest Generation

### **Converting your prospects into leads using emails**

- What is Audience Aggregation?
- Benefits of Audience Aggregation
- How to do Audience Aggregation Through Emails

### **Role of Conversion**

- Understanding Customer Psyche
- Conversion Optimization
- User Flow and Persuasion
- Online Persuasion
- True Meaning of Landing Page User Flow and Online Persuasion

### **Conversion Optimization Patterns for Engaging website Visitors**

- Patterns for Engaging Website Visitors
- Pattern #1 – Pop-Ups
- Pattern #2 – Pop Under Call-to-Action
- Pattern #3 – Inside Article CTA

### **Lifecycle Emails**

- What are Lifecycle Emails?
- Where do Lifecycle Emails fit in?
- Tools used for Lifecycle Emails
- Lifecycle Emails – Case Studies
- Lead Nurturing with Drip Email Marketing: Implementation

## **Moule 18: Google AdSense**

- What Is Google AdSense?
- Difference between Google AdWords vs Google Analytics
- How much minimum traffic i need for Google AdSense approval?
- Which sizes for AdSense is very effective?
- How to create google AdSense account
- Different types of Ad unit
- Plugin for AdSense integration
- AdSense Reports Study
- Difference between Google AdSense vs Affiliate Marketing?
- What is CPC?
- Easy steps for Google AdSense

## **Module 18: Earn Certification and Prepare for Interview**

- What is an Interview?
- Tips to clear an Interview
- Common Interview questions and answers
- Digital Marketing Interview Questions and Answers
- Resume Building Guide
- Attempt for Digital Marketing Global Certification Exam
- Start applying for Jobs

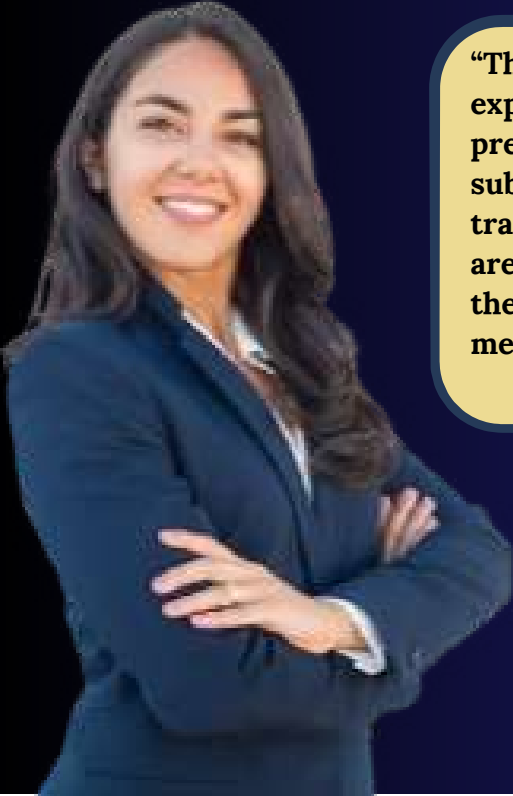
# Training Certifications

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# IT Wave Solution! Reviews



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**Swati Kumari**

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“I had a fantastic experience with IT Wave Solution. It's undeniably the best place to learn HANA and explore various other IT opportunities. The instructors are highly knowledgeable and dedicated, making the learning process enjoyable and productive. The hands-on experience I gained here was invaluable, and I can confidently say that IT Wave Solution is the go-to destination for anyone looking to excel in the IT field. I highly recommend it!”



# Glimpse Of Our Office

## Look Who We are

Our office's infrastructure comprises all the necessary software and network resources that are required to deliver IT & Design, Human Resources, Digital Marketing, and training services. We are well-equipped with bright designed work bays for employees and managers having separate cabins with spacious cafeteria and training classrooms





# About IT Wave Solution

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“IT Wave Solution to Empowering Minds, Transforming Futures: Your Path to Excellence Starts Here!”

IT Wave Solution, a pioneering IT solutions company that has been serving the industry since 2012. With a team of experienced SAP professionals at the helm, we have evolved into a leader in providing comprehensive IT services and training. Our commitment to excellence, innovation, and customer satisfaction sets us apart in the ever-evolving technology landscape. We are a leading company that specializes in providing comprehensive IT solutions, with a primary focus on SAP services and Data Science training for professionals and corporates.

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