

DETAILED MODULE WISE CONTENT

Module 1- Introduction to Digital Marketing

The *Introduction to Digital Marketing* module introduces the foundational aspects of digital marketing and covers areas including: search, digital display, email marketing, social media marketing, mobile marketing as well as web analytics.

In this module the course lecturer will also refer to the principles and processes, as well as the tools and techniques that underpin the Professional Diploma in Digital Marketing, and use effective illustrations and relevant, practical examples to bring the concepts and ideas to life.

- Key Concepts of Digital Marketing
- Traditional Marketing v. Digital
- The Opportunity of Digital Marketing
- Characteristics of Digital Marketing
- Implications with Digital Marketing
- Search Engine Optimization
- Pay Per Click (PPC)
- Email Marketing
- Digital Display Advertising
- Mobile Marketing
- Social Media Marketing
- Analytics
- Strategy and Planning
- Laws and Guidelines

Module 2: Search Engine Optimization (SEO)

This module will help participants to understand Search Engine Optimization (SEO) and how the tactics underpinning SEO can help boost the organic search ranking for a website on search engine results pages (SERPS).

During the session, participants will explore keyword research and the process of selecting suitable keywords for a website, as well as optimization of content on a web page.

Participants will learn how to create and include effective content and meta-tags throughout a website. The session will also cover how websites are viewed and processed by search engine spiders and how to speed up indexing.

The session will cover off-page elements of optimization, including inbound linking as well as techniques to boost a website's inbound link popularity.

History of Search & Introduction to SEO

Evolution & Growth of Search Engines How Google Works

Basics of SEO

Periodic Table of SEO Success Factors

On-Page Best Practices

Basics of HTML

URL, Meta Tags, Title, H1, Images

Crawling: XML & HTML Sitemaps, Robots.txt Anchor Text, Internal Linking

Tools: Google Search Console, Bing Webmaster, Google Analytics Setup

Keyword Research & Competitive Analysis

Keyword Planner tool (Search Volumes, Competition, Business Priority)

Mapping Keywords to Website Pages Competition Analysis

SEO-Friendly Design & Architecture

Thinking before designing a website (goals, strategies & measurement models)

Mobile Responsive / Adaptive Design Importance of HTTPsSite Schema (Rich Snippets) & Architecture



Technical Website Optimization

URL Architecture

Page Speed Analysis (GTMetrix / YSlow / Google Page Speed)

Broken Links Canonicalization 301 Redirects

Custom 404 Error Pages

Link-Building

Content Marketing Basics & Its Importance Directory

Submissions

Local Listings

Niche Backlinking via Influencers & Articles Social

Bookmarking

Press Release Optimization

Social,Local,Mobile (SoLoMo) SEO Strategies

Social Media Backlinking (Quora, Twitter, LinkedIn, Facebook, Google+, Pinterest)

Online Reputation Management & Influencer Outreach

Local SEO (Schema for Addresses, Local Keywords, Local Websites)

Mobile SEO Best Practices

SEO Site Audit

On-Page & Off-Page Audit Strategy

Tools: Screaming Frog, Moz (Fresh Web Explorer, Open Site Explorer etc.), SEO profiler, Domain Tools Audit Report

Algorithm Updates

Search Algorithm Overview Panda

Penguin Hummingbird

Keeping Track of Algorithm Updates

SEO Tracking

Tracking Ranks (Webcam) Google Analytics Custom Reports Creating your Custom Dashboard

SEO Career Paths

Pre-SEO learning and SEO basics Understand Link Building and Tools for Hands-on Practice

Specializations in SEO

The Future of SEO

Voice Search

Augmented & Virtual Reality Wearable

Devices & Latest Tech Semantic Web



Module 3: Search Engine Marketing (PPC)

This module will allow participants to better understand and appreciate the importance of Pay-Per-Click Advertising (PPC), and how it can be used to effectively drive quality traffic to a website.

During the session participants will be taken through the key concepts of Search Engine Marketing and shown how to set up a Google AdWords account, and develop an initial AdWords campaign. The process of setting up a Google AdWords campaign will focus on three key elements: keyword research, ad copy and landing pages. AdWords campaign settings and ongoing campaign management are also addressed.

AdWords - Google's Online Advertising Program
Understanding Ad Auction, Ad Position, Ad Rank & Ad Formats
AdWords Terminologies Account UI and Navigation

Search Campaign Creation

Bid Strategies
Cost-Per-Click (CPC)
Bidding Cost-Per-Impression (CPM)
Bidding
Cost-Per-Acquisition (CPA)
Enhanced Cost-Per-Click (ECPC)
Keyword Targeting & Strategy
Keyword Match Types - Broad Phrase,
Broad Match Modifier, Exact, Negative

Shopping Advertising

What are Google Shopping Ads or 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 Create PLA Ads Merchant Centre Steps
Create Shopping Campaign on Google AdWords
Track Performance and Optimize the Campaigns

Keyword Performance Conversion Tracking

About Conversion Tracking Measuring
Campaign Performance Reporting and
Optimizing Campaigns



Module 4: Digital Display Advertising

This module covers the foundational aspects of Display Advertising by first setting the scene and exploring the benefits and the business value of Display Advertising, and then addressing key campaign aspects including: ad formats, campaign setup and planning, target audience definition, publishers, as well as campaign administration, budgeting (incl. different pricing metrics), measurement and optimization.

Mapping Marketing Objectives to Display Targeting Methods

Display Ad Formats & Tools

Additional Advanced Targeting Options on Display

Remarketing & Four Types of Remarketing Four Major Ways to Remarket (Custom, Dynamic, Customer Match, RLSA) Reports &

Optimizing Display Campaigns

Mapping Display Targeting Methods to Marketing Objectives

Advanced Targeting Methods

Video Advertising

AdWords for Video

Video Ad Formats: YouTube, In-stream, Video Discovery Ads, Bumper Ads

Creation of Video Ads Overlay Ads

Creation of Call-to-Actions Optimising of Video Ads YouTube Analytics

Digital Display Advertising

Campaign Steps

Target Audience

Campaign Objectives

Campaign Budget

Creative Formats

Targeting

Tracking the Campaign

Optimizing the Campaign

Laws and Guidelines

Benefits of Digital Display

Challenges with Digital Display

Business Value

Running Effective Ads

Ad Formats

Ad Features

Ad Display Frequency

Campaign Planning



Module 5: Email Marketing

The *Email Marketing* module will teach participants how to implement and deliver an effective email marketing campaign. The session will cover the four foundational aspects of email marketing: data capture and subscriber segmentation, email design and content, email delivery, as well as measurement and reporting.

Deliverability

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- Does your Emails have Crabs?
Email Template Model
Best Practices
NLP Demonstrations (Neuro Linguistic Programming) to Understand Customers
Better



Module 6: Social Media Marketing

This *Social Media Marketing* module will help participants to set up and prepare social media marketing initiatives. The course covers setting goals and priorities for social media campaigns and explores a range of core social media platforms, including: Facebook, Twitter, LinkedIn, Google+ and YouTube.

Why care about Social Media?

Orientation to Social Media- Relevant Stats
(Global and Indian) with Success Stories

Creating a Facebook Marketing Strategy

Algorithms

Content Marketing

Leveraging Facebook Insights for Success

Facebook Brand Pages

Content Best Practices

Facebook Targeting Options

- Interest-Based Targeting

- Custom-Based Targeting

- Retargeting or Facebook Exchange

Understanding Facebook Ad Structure

Payment Models

Ad Algorithms

Best Practices for Ad Content

Self Serve Ad Tools

Twitter Marketing and Advertising

Introduction to Twitter Marketing

Understanding Twitter Lingo

Do's and Don'ts of Twitter Marketing

Case Studies

Customer Care on Twitter

Influencer Marketing Power of Twitter

Twitter Ads – Content & Targeting

Tools & Measurement

LinkedIn Marketing

Introduction to LinkedIn Marketing

How to Market

Personal Branding

Brand Marketing

LinkedIn Ads

LinkedIn Campaigns

Module 7: Analytics

This *Analytics* module will help participants develop the skills to administer effective analytics and reporting for your digital marketing campaigns.

The session will cover account setup and profiles, tracking code insertion, and will also explore the key reports and features available within Google Analytics for: traffic sources, content, audience, technology and location.

The course lecturer will review analytics reports and address key analytics measurement concepts such as bounce rate, site speed, goals, goal funnels and conversions.

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 Users 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

Visitors Analysis

- Unique Visitors
- Geographic and Language Information
- Technical Reports
- Benchmarking

Social media analytics

- Facebook Insights Twitter Analytics
- YouTube Analytics
- Social Ad Analytics / ROI Measurement



Actionable Insights and the Big Picture

- Recap of Google Analytics Reports & Tools
- Finding Actionable Insights
- Getting the Organization Involved
- Creating a Data-driven Culture Resources
- Common Mistakes Analysts Make
- Additional Web Analytics Tools

Social CRM & Analysis

- Radian6 Sentiment Analysis
- Workflow Management Text Analytics

Digital Analytics

- WebMasters
- AdWords Reports, Custom Reports
- Dashboard and Segmentation
- Multi-Channel Funnels Reports Attribution
- Modelling and Reports

Platform Principles

- The Platform Components
- The Data Model
- Measurement Protocol Data Collection
- Importing Data into Google Analytics
- Reporting APIs and Report Sampling

