Advance Course on
Digital Marketing 2.0

PRO DIGITAL MARKETER

Request FREE Demo Lecture

Call : 8376043084
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Website: **www.prodigitalmarketer.in**

Learn from Google Certified Trainer | 7+Years of Industry & Training Experience

Sky Is The Limit

You can get hired by 500+ big ecommerce companies like FlipKart, Amazon, Ebay etc...

You can get hired by 1000+ big service companies like Justdial, olx, Quikr etc...

You can promote your own business and get inquiries in few months globally.

You can do a job as a marketer in 12,0000+ web development companies in India

You can work as a freelancer at your home with 50+ freelancing websites like Elance, upwork, Toptal etc...

Tons of Placements in Odisha.

Over the last few years Digital Marketing in India has witnessed an exponential growth

and by the end of the year, 2020 it is expected to generate over 20 Lac jobs per year.

Snapshot of Opportunities Available

Naukri.com	Timesjobs.com	Shine.com	Total Jobs
172666	294530	127765	594960

Course Designed For

Marketing Professionals

Sales Professionals

Business Owners

Entrepreneurs

Digital Marketing Professionals

Students from any discipline

At the end of the course, You will be able to

- Earn from Website & Video Blogging.
- Earn from Affiliate Marketing.
- Become YouTube Millionaire
- Become a Coach
- High Paid Influencer
- Do Pay per click (PPC) Advertising(Facebook, Google Ads)
- Do Social Media Marketing
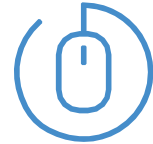- Freelancing
- Run a Digital Marketing Agency

Certifications

Course Modules

Digital Marketing Basics

SEO (Search Engine Optimization)

Google Paid promotion (PPC)

Google Analytics

Google Search Console

Link Building

Content Promotion

Email Marketing

Affiliate Marketing

Mobile marketing

Social Media Marketing

Google Certifications

How to create strategy + process to manage work.

Work from Home

Web Design & Hosting

Course Methodology

1 | 1 Free Lecture

We offer first 1 FREE Lecture (Digital marketing overview, Client Business model analysis,Googlephilosophy)so,that you candecide you are comfortable with the course and teaching method.

2 | Classroom Training

Based on the batch (weekend/weekday) you choose, there will be weekly instructor-led, classroom sessions.

3 | Reading Material

In order to help you maximize the value of classroom training,you will receive the wholereadingmaterialin theform of process and strategyin online spreadsheet.

4 | Hands-On Projects

We will give you 2 projects, one ecommerce and one service. And you have to submit workwehavediscussed inthesession & this will be evaluatedby your trainer.

- What is marketing?
- What is digital marketing?
- Why are people going online?
- Key concepts of digital marketing
- Benefits of digital marketing
- How digital marketing evolved
- Who's using digital marketing?
- How traditional and digital media differ?
- What is inbound and outbound Marketing?
- Understand the future of digital marketing
- What is the Internet and how it works?
- How internet evolved?
- What is search engine?
- Types of search engine
- How search engine works?
- Why is google the world's best search engine?
- Ranking factors of google
- What are the reasons for the yahoo's failure?
- Tools required in digital marketing
- What is advertising?
- What is online advertising?
- What is AdWords?
- Best digital marketing case studies
- Career scope in Digital Marketing

An Intro to

Digital Marketing

An Intro to **Website Design**

- What is Website?
- What is www?
- What are the different types of website?
- Web page vs website
- Difference between blog vs website
- Components of website
- Purpose of creating websites
- How to build a web page?
- Web design vs web development
- What makes a website user-friendly?
- Dynamic vs Static website
- What are responsive websites?
- Build your own portfolio website

How to **Register Domain & Hosting**

- What is domain & subdomain name?
- Parts of domain name
- How to choose domain name?
- What is Protocol?
- What is IP address
- What is web hosting?
- What is Uptime
- Types of Web Hosting
- How to buy domain and hosting?
- Costs of a domain name
- Buying and managing domains
- Importance of server security
- What is SSL certification

How to Start **WordPress**

- What is WordPress?
- Understanding WordPress and its functioning?
- Features of WordPress
- Advantages and disadvantages of WordPress
- Wordpress.com vs wordpress.org
- Sites built with WordPress
- How to Install WordPress?
- Editing the page and change the site title
- Add and edit a menu
- Blog page design
- Adding a video to your website
- Add social sharing buttons
- Working with dashboard
- What is Plugins and its uses?
- What is widget and how to use it
- Creation of Pages and Menus
- The importance of homepage
- Terms, Privacy and Disclaimers
- Difference between Posts and Pages
- Integrating google analytics
- Adding site to webmaster tools

What is Search Engine Optimization

- Introduction and Understanding of SEO?
- How search Engine works?
- Basics of SEO
- Google Algorithms
- On-Page SEO vs Off-Page SEO
- What is the main purpose of using keyword in SEO?
- Some important SEO tools
- What is link building and why does it matter?
- What are backlinks?
- What is outbound link?
- Difference between do-follow and no-follow links
- What are meta tags
- What is an anchor text?
- What is robots.txt?
- What is landing page?
- Latest updates in google search algorithm
- Panda algorithm vs Penguin algorithm
- How to remove toxic links to a site?
- What is Sitemap? How is it important?
- What is social bookmarking?
- What is social networking?
- What are google sitelinks?
- What is google my business?
- Popular SEO blogs to follow
- What is Alexa Ranking?
- Why we use content marketing for SEO?

What is Keyword Research & planning

- What is Keywords?
- Types of Keywords
- Keyword based on length
- History of Keyword Research
- Why is keyword research important?
- LSI Keywords
- What is keyword research process?
- Understanding your target market
- What is Keyword Density, and does it matter?
- Know what your people want
- How to use google keyword planner?
- How to do business analysis?

What is Content Writing

- What is content writing
- Different types of Contents
- How to improve writing skills?
- How to write SEO optimised content?
- Use of proper Tags (h1, h2, h3,h4)
- Attractive Title and Headings
- Anchor Texts
- How to count words
- Understanding your audience
- Write for users not for google
- What makes good content?

What is Social Media Optimisation

- What is Social Media Optimization?
- What is Social Media Marketing (SMM)?
- Search Engine Optimization vs Social Media Optimization
- List of social media
- Importance of social media
- How Social Media Affects SEO?
- How to promote business through SMO
- What is Viral Marketing
- Social media success tracking tools?
- What type of social media content converts best?
- What is the responsibility of social media manager?
- Top social media marketing tools to consider?
- Some common social media

What is Social Media Automation

- How to Automate Social Media
- Tools to Automate Social Media
- What you Can & Can't Automate
- Automating Social Media Reporting & Analytics
- Find the best time to share
- Rules of Smart Social Media Automation

What is
Google Kit

Search Console

- Understanding of Google Search Console
- Using Console to Increase Traffic
- Crawl Stats Vs Crawl Error
- Removing Spam Backlinks from Website
- Index Pages in Google Search Console

Analytics

- Introduction of Google Analytics
- Data Analyzing with Google Analytics
- Checking User Behavior
- Tracking Traffic from Different Source
- Using Analytics Date for Retargeting

Google AdSense

- Money Making with AdSense
- Easy Steps for AdSense
- How to Approve AdSense Account
- Placing Ads to Website

Google Algorithms

- Intro to Google Algorithm
- Types of Google Algorithms
- How Algorithms works
- How to adjust Algorithms
- Check if you have been hit by any of them
- Major Google Algorithm changes and Penalties

Type of Social Media Marketing

Facebook Marketing
- Facebook Insights
- Facebook Algorithms
- Ad Practices for Ad Content
- Facebook Targeting Options
- Retargeting or Facebook Exchange
- Facebook Page Management

Twitter Marketing

- Introduction to Twitter Marketing
- Do's and Don'ts of Twitter Marketing
- Twitter Ads – Content & Targeting
- Influencer Marketing
- Power of Twitter and use of hashtags
- Tools and Measurement

LinkedIn Marketing
- Introduction to LinkedIn
- How to Market
- Personal marketing
- Brand Marketing
- LinkedIn Ads
- LinkedIn Campaigns

Instagram Marketing
- Creating a Business Page
- Marketing Tools and Ads
- Influencer Marketing on Instagram
- Strategy How to drive Engagement
- Switching Accounts
- Lead Generation through Instagram

Tiktok Marketing

• Introduction of Tiktok Ads
• Tiktok Campaigns
• How to Create Ads
• Remarketing in Tiktok

Viral Marketing

• Understanding About Trends
• Searching Trends
• Creating Content Go Viral
• Omni Channel Approach

Quora Marketing

• Introduction of Quora Ads
• Type of Ads Campaigns
• Quora Pixel Code Installation
• How to Create Ads
• Remarketing in Quora

True Caller Marketing

• Introduction of True Caller
• True Caller Campaigns
• How to Create Ads
• Remarketing in True Caller

Pinterest Marketing

● Why use Pinterest for business?
● How to set up a Pinterest account for your business
● Analyse Work
● How to Create Popular Pins
● Images that Work

Type of
Social Media Marketing

All About Google Ads

AdWords

- What is AdWords?
- Ads Placement
- How to get approval for AdWords?
- How to get Ads on your Blog/YouTube
- Content and traffic strategy
- Guidelines and requirements

Geo Targeting

- Intro to Geo Targeting
- IP Based Geo Targeting
- How to reach visitors from different countries
- Keyword Selection Based on Geographic Targeting
- Tracking Email location
- Website Planning Based on Geographic Targeting

Display Advertising

- Marketing Objectives to Display Advertisement
- Display Ad Formats & Tools
- Audience Targeting
- Remarketing and Advanced Audience Selection
- Dynamic Display Ads

E-commerce Marketing

- What is Ecommerce Websites
- E-Commerce Marketing concepts
- The online purchasing decision
- Top Motivators for Shopping Online
- Advantages of Ecommerce
- Use affiliate marketing for ecommerce strategy

Various Marketing Techniques

Email Marketing

- Understanding & Benefits of Email Marketing
- How to write Effective content and subject line?
- Why Email automation is required?
- Designing an effective Email campaign
- Tracking Email Marketing Reports
- Email Guidelines

SMS Marketing

- Introduction to SMS Marketing
- Why SMS Marketing
- Kinds of SMS
- Promotional SMS
- Transactional SMS
- How to Integrate SMS on Software's

Mobile Marketing

- What is Mobile Marketing?
- Methods of Mobile Marketing
- How to create a mobile website?
- Why Focus on Smartphone Apps
- Advertising on Mobile App
- Importance and Future Scope

Remarketing

- How do Remarketing Ads work?
- How much does Remarketing Cost
- What is Remarketing Campaign
- How to target non-converting audience segments
- How to boost Conversions with Remarketing
- Strategies for Better Remarketing

Affiliate Marketing

● An introduction to affiliate Marketing
● Types of Affiliate Programs
● When do you use Affiliate Marketing?
● Top Affiliate Earners in India
● Choose best affiliate networks
● Grow your Business with Affiliate Marketing?

Lead Generation

• Lead Capture
• Lead Magnets
• Landing Page Conversion Techniques
• Lead Scoring

Money Making Secrets

● How do I make money successfully?
● How entrepreneurs are making money?
● How can You earn a lot of money?
● Secret ways to make money online
● How to keep your business growing?
● The average person can become a millionaire

Online Reputation Management

• Introduction of ORM
• Reputation Problems
• Eliminating Negative Website
• Consumer Complaint Sites

Make
Money **Online**

Video Creation & Editing & Marketing

• Basic of Video Marketing
• Hacks of Video Marketing
• Basics of Filmora
• A-Z Video Editing
• Camera Video Recoding
• Lights & Mic Set Up

Photo Editing

• Basic of Photoshop
• Editing Image
• Making Creatives
• Canva Designs
• Logo, Flyer Designs

Interview Preparation

● Interview Preparation Essentials
● Essential Tools and Resources to Help you succeed
● How to Crack Any Interview? Industry Secrets
● Written Test Preparation
● Mock Interview Session

Freelancing / Work from Home

● Freelancing Overview
● Types of Freelancing Work
● Finding Clients: Freelance Websites
● How to grab new Projects

Final Doubt Session Class

How to Create Designs

GET READY

FAQS (Frequently Asked Questions)

Do you provide job Assistance ?

Yes we do provide job assistance. Normally there is a huge demand and supply gap in Digital marketing industry. So, if you have completed our training by doing things practically on 2 domains you can definitely get a job. Since very few candidates are available who knows how they can grow client business with digital marketing.

I am coming from non IT background still can I do this course ?

Yes of course, I have trained students who have come from engineering, commerce, science or arts background. Sometimes trainee are not even graduate and got excellent growth. Basically Digital marketing requires 3 skill/interest in nutshell, Your willingness to learn digital marketing. English proficiency & Analytical power.

What will be the timing + days of the lectures ?

Time + days will be flexible as per batch (min. 5 trainee) convenience. For example, if you are working person and want to learn on Sat and Sun only, we can schedule your batch accordingly.

How much salary/business growth I can expect at the end of the course?

You can expect 20%-30% increment in salary or 10K INR job at the end of the training. In business there is no limit since your product/service reach will be all over the world.

In how much time paid fees will be recovered ?

Normally within 6 months of training you can earn extra money that you have spent in your training. So, whatever you get after this period is your profit in terms of money and time.

For example, if you have spent 18K in the training and you got jump in new job from 15K to 20K. Now you earn 5K more every month and in 6 months you earn 30K more i.e. what you have spent in the training.

Our Course Will Give you

100% Job Assistance | Best Increment | Best Business Growth

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