

# DigiKOPS

Yes DigiKOPS provide you a great opportunity  
which is known as

## **Digital Marketing Industrial Training Program**



# PROGRAM

## Master Program in Practical Digital Marketing

Digital  
Marketing  
Overview

Social  
Media  
Marketing

Search  
Engine  
Optimization

Social  
Media  
Optimization

Search  
Engine  
Marketing

Email  
Marketing

Web  
Analytics

Website  
Design

Blog/  
Content

Graphic  
Design

Affiliate  
Marketing

Video/  
Youtube  
Marketing

Mobile  
Marketing

**What are you waiting For ?**

**Join  
India's 1st Practical  
Implementation Based  
Online Digital Marketing  
Course**

**#NoTheory**

# Syllabus

## 1. Digital Marketing Overview

- What is Marketing ?
- What is Digital Marketing
- Digital Marketing V/s Traditional Marketing
- Inbound Marketing V/s Outbound Marketing

## 2. Social Media Marketing

- Introduction to Social Media & Facebook Marketing
- Content Creation for Social Media
- Understanding Facebook Marketing & Advertising
- Twitter Marketing
- Snapchat Marketing
- Instagram Marketing
- Pinterest Marketing

### **3. Search engine optimization**

- Introduction to Search Engine
- How does Search Engine works ?
- Components of Search Engine
- On Page SEO / Off Page SEO
- Backlinks

### **4. Social Media optimization**

- Introduction to Social Media Optimization
- SMM V/s SMO
- Benefits of using SMM
- Social Media Content Strategy

## 5. Search Engine Marketing

- Introduction to Search Engine Paid Marketing
- Google Ads account setup
- Understanding Ad Auction
- Keyword Research Tool
- What is Quality Score ?
- Ad Guidelines / Format



## 6. Email Marketing

- Introduction to Email Marketing
- Importance of Email Marketing
- Email Marketing Goals
- Introduction to MailChimp
- Account Setup and Settings
- Email Marketing Strategy
- Types of Email Marketing Campaign
- Creating an Email Campaign
- Marketing Automation

## 7. Web Analytics

- Web Analytics Orientation
- Use of Google Analytics
- Introduction to Google Analytics
- Google Analytics
- How to use Google Analytics
- How to set up Google Analytics
- How to find your Google Analytics Code

## 8. Website Design

- Understanding Websites
- Understanding Domain name and Domain Extensions
- What are a Web Server and Web hosting
- Different types of Websites
- How to install WordPress in your server
- Theme Selection / Customization
- How to install Plugins

## 9. Blog/ Content Writing

- Introduction to Blog/ Content Marketing
- Objective of Content Marketing
- Types of Content
- How to write great compelling content
- Keyword research for content ideas
- How to market your Content

# 10. Graphic Design

- How to create a Design
- Quick tips to make your design looks good
- How to choose the dimensions for your design
- How to add Text, Images and More
- Photoshop/ Canva

# 11. Affiliate Marketing

- What is Affiliate Marketing
- How to apply for Affiliate Marketing Network
- How Affiliate Marketing Works
- Understanding the Dashboards

# 12. Mobile Marketing

- Mobile Apps Engagement
- Mobile App Installs Campaign
- Growth in the Mobile Industry
- WhatsApp Marketing / SMS Marketing and Voice Call Marketing

# 13. Video/ Youtube Marketing

- Importance of Video Marketing
- Create a Video Campaign
- Location Targetting
- Bidding Strategies
- Creating Targetting Groups
- Targetting options in video Ads
- Types of Ads Format



# Come Join US



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