

Course Outline for Digital Marketing Course

For Beginners and Professionals

For Beginners

Section #1 – Introduction to Marketing & Digital Marketing

- Marketing – Advertisement & Why Marketing?
- Digital Marketing & Channels of Digital Marketing
- Digital in 2018 Global Overview
- Download Digital Marketing Tool Kit for Startups

Section #2 – Website Essentials

- Types & Kinds of Website
- Reasons for Creating a website
- Download Website Redesign and Budget Template

Section # 3 – Digital Marketing Performance Metrics

- Impressions – Reach – Frequency Capping
- What is CPC and CPM
- Conversion and Conversion Rate
- Click Through Rate
- Engagement Rate

Section # 4 – Search Engine Optimization (Seo)

- Introduction of Seo & Benefits of Seo
- Seo Tips and Tricks
- SEO Check List 2018

Section # 5 – Paid Search Advertisement (PPC)

- Introduction to Paid Search Advertisement
- Difference between Search Query and Keywords
- Keywords Research PlannerTool 2018
- Google Adwords 2018 – Paid Search Campaign Creation & Keywords Match
- Text Ad Creation in Google Ads 2018
- Download PPC Campaign Toolkit

Section # 6 – Social Media Marketing

- Introduction of Social Media Marketing
- Social Media Ad Sizes Cheat Sheet 2018
- Facebook Campaign Creation for Page Likes
- Types of Twitter Ads & Twitter campaign creation for followers
- Why Instagram Ads and How to Put Paid Ads on Instagram
- Why LinkedIn – LinkedIn Ad Types and LinkedIn Paid Advertisement
- Social Media Advertising Budget Template

Section # 7- Online Display Advertisement

- Introduction to Online Display Advertisements
- Most Common Display Advertisement Sizes
- Google Ads 2018 – Creation of Display Advertisement on Specific Websites
- Google Ads 2018 – Creation of Display Advertisement on In Market Audience

Section # 8 – Online Video Advertisements (Youtube)

- Introduction to Video Advertisements
- Creation of YouTube Advertisement by using Google Ads 2018

Section # 9 – Introduction to Landing Page

- Understanding of Landing Page
- Importance of Landing Page
- Successful Components of Landing Page

Section # 10 – Lead Generation Marketing

- What is Lead Generation
- How to Create Lead Ads from Facebook & Instagram
- How to Create Lead Ads from LinkedIn

Section # 11 – Website Analytics – Google Analytics

- Google Analytics Overview
- How to Connect Google Analytics with Website
- Verify your Analytics Code
- Important KPIs to measure Website Growth

If you want to *learn advance and professional Digital Marketing Course with one on one online sessions*, so we have a Complete Digital Marketing Course as well.

The Course Outline for Complete Digital Marketing Course

Digital Marketing Strategies - Module 1

- Digital Marketing Sales Funnel
- Understanding of Buyers Journey
- Understanding of E-Commerce Sales Funnel
- Digital Marketing Planning & Strategy
- Digital Marketing Campaign Objectives

Facebook Advertisement - Module 2

- Beginner's Guide to Facebook Ad Types
- How to Set Up Your Facebook Advertising Account
- Understanding of Facebook Split Testing
- Manually Split Test Facebook Ads
- Campaign Budget Optimization
- Facebook Detailed Targeting (OR vs AND Targeting)
- What is Facebook pixel?
- Create and Install Facebook Pixel
- Use Pixel Information to Capture Events (Standard events - Custom events - Custom conversions)
- Use the Facebook Pixel for Remarketing/Retargeting Ads
- Custom Audiences from your website
- Facebook Campaign Creation for Page Likes
- What is a Lookalike Audience?
- How to Create a Lookalike Audiences
- What is a Relevance Score and Learn to increase it
- Facebook Audience Insights
- Facebook Offers and Offer Ads
- Create Custom Conversions
- "Click to Call" or "Call Now" Facebook Ads
- How to Create Lead Ads from Facebook & Instagram
- Dynamic Ads - GREAT for Ecommerce!
- Facebook Business Manager - Start a Facebook Ads Business/Agency
- How to Create Facebook Business Manager Account
- How to take access to Facebook Pages Personal Account to Business Manager Account
- Ad Accounts in Business Manager
- Add an employee to my Facebook Business Manager

Lead Generation Marketing - Module 3

- What is Lead Generation
- How to Create Lead Ads from Facebook & Instagram
- How to Create Lead Ads from LinkedIn

Search Engine Marketing (Google Ads Search Ads) - Module 4

- What Search Engine Marketing?
- Where do Our Ads Show Up
- Creating Your First Google Ads Account
- Understanding Network Settings
- Understanding Location Targeting
- Configuring Location Targeting in Google Ads
- Viewing Location Reports in Google Ads
- Understanding Advanced Location Options
- Setting and Configuring Languages
- Setting Your Daily Budget and Understanding How Daily Budgets
- Using Google's Default Bid Strategy (Clicks) And Optional Max CPC bid
- Bidding Strategies: Target Search Page Location
- Bidding Strategies: Target ROAS
- Bidding Strategies: Target CPA
- Bidding Strategies: Target Outranking Share
- Bidding Strategies: Maximize Clicks
- Bidding Strategies: Enhanced CPC Bidding
- Bidding Strategies: Manual CPC Bidding
- Understanding Sitelink Extensions – Callout Extensions – Structured Snippet Extensions
- Message Extensions – Location Extensions – Promotion Extensions – Price Extensions
- Understanding Ad Rotation Settings
- Understanding the Basics of Device Targeting
- The Basics of Ad Scheduling
- Ad Group Structure Basics and Organization
- Ad Group Structure Ideas
- Creating Our First Ad Group in Google Ads
- Creating Our First Ad in Google Ads
- The Basics of Keyword Research
- Keyword Research: Using the Google Keyword Planner
- Understanding Keyword Match Types
- Keyword Match Types: Broad Match
- Keyword Match Types: Phrase Match
- Keyword Match Types: Exact Match
- Using the Search Term Report to Find Negative Keywords
- Understanding Quality Score: Click Through Rate And Ad Relevancy
- Understanding Quality Score: Landing Page Quality
- How To Edit, Pause And Enable Keywords, Ad Groups and Campaigns
- Editing The Essential Campaign Settings

- Understanding The Basics Of Conversion Tracking
- Exploring Conversion Actions Visitors Take On your site
- Set Up Conversion Tracking For Form Submissions
- Generating And Installing Your Conversion Tracking Tag
- Understanding The Basics Of Phone Call Tracking
- Setting Up Phone Call Tracking And Understanding How To Analyze Data
- Return On Investment (ROI) vs. Return On Ad Spend (ROAS)
- How To Mathematically Calculate ROI and ROAS
- Calculating Max CPC Bids From Your Conversion Rate And Conversion Value
- Calculating Profitable Keyword Bids Based On Revenue Per Click

Online Display Advertisement - Module 5

- Introduction to Online Display Advertisements
- Most Common Display Advertisement Sizes
- Target them based on their interests and what they want to buy
- Target Any Website, Website Topic or by Demographics
- Target Affinity In Market and Custom Audiences
- Create Image & Responsive Ads
- Target the right Audience Based on what they Search & Read
- Google Ads 2018 - Creation of Display Advertisement on Specific Websites
- Google Ads 2018 - Creation of Display Advertisement on In Market Audience

Website Analytics - Google Analytics - Module 6

- Google Analytics Overview
- Verify your Analytics Code
- Important KPIs to measure Website Growth
- Activate Important Reports in Analytics
- How to Connect Google Analytics with Website
- How to Add Backup Views
- How to Add Filters to Reporting Views
- Set up Goal Tracking to Measure Success
- Add Customize Dashboard
- Set Up Custom Alerts For Traffic Spikes/Drops
- Remove Internal Traffic from Google Analytics
- Track Marketing Campaigns with Campaign Tagging
- Demographics Reports (Age, Gender, Interests & Behavior)
- Geo Report (Language & Location)
- Technology & Mobile Report (Browser, OS & Devices)
- Acquisition Overview Report
- Analyze All Pages Report
- Linking Your Google AdWords and Google Analytics Accounts

Google Tag Manager - Module 7

- The Benefits Of Using Google Tag Manager
- Signing Into Your Google Tag Manager Account
- Adding Your Basic Google Analytics Tag Through Google Tag Manager
- Setting Up Custom Button and Link Click Tracking In Google Tag Manager
- Adding Page Level Scroll Depth Tracking In Google Tag Manager
- Adding Custom User Engagement Timers In Google Tag Manager
- Adding Google Adwords Conversion Tracking Through Google Tag Manager
- Setting Up Your Google AdWords Remarketing Tag Using Google Tag Manager

The Complete Guide To Re-targeting Ads! Module 8

- What is remarketing and retargeting?
- The 5 Primary Forms Of Remarketing
- Building Re-marketing Audiences In Google Analytics-Based On URL
- How To Create And Add Your Remarketing Tag
- Realizing The Benefits And Importance Of Re-marketing
- Developing Remarketing Audiences Using Your Ads
- Configuring Your Remarketing Campaign Settings
- Creating Your First Remarketing Audience
- Setting Up Re-marketing Sequences In The Google Analytics
- Setting Up Goal Based Remarketing Audiences In Google Analytics
- Setting Up Event-Based Audiences Using The Google Analytics
- Importing Remarketing Audiences From The Google Analytics
- Building and Configuring New Retargeting ads lists inside Google Ads
- Using Custom Combinations To Effectively Sculpt Your Re-targeting Ads Traffic

E-Mail Marketing Mastery with Mailchimp Module 9

- Introduction to E-Mail Marketing
- Tips to grow your e-mail marketing list
- Download How to write perfect emails
- Measure your e-mail results
- Tools of e-mail Marketing
- Creating your Mailchimp Account
- How to use Mail-chimp for Collecting Emails
- How Google Form can embedded with Mail Chimp
- Introduction to MailChimp Lists, an overview
- Manually add a subscriber in mailchimp
- Import Mailchimp Lists and export
- How to create Campaigns in Mailchimp
- Create Mailchimp Tags
- Introduction to Mailchimp Signup Forms
- Build & Design Mailchimp signup Forms
- Embedding MailChimp Forms

- Understanding with MailChimp popup forms
- Working with Templates in MailChimp
- Sending MailChimp Campaigns

For More Information Contact us

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