



# MASTER PROGRAM IN DIGITAL MARKETING

**100**  
Hours of  
Learning

**20**  
Core  
Modules

**7**  
Industry  
Recognized  
Certifications

# MODULE 1



WordPress + Blog  
Creation & Management

**Duration - 04 Hours**



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## Website Planning, Creation & Blog Management

- Introduction to Domain, Hosting & CMS
- Understanding the Dashboard
- Publishing Content on the website
  1. Text vs Visual Editor
  2. What are Permalinks
  3. Adding Images to Content
  4. Embed YouTube Videos on the website
  5. Adding Featured Image to content
  6. Scheduling content for website / blog
- Adding structure to the Website
  1. Adding a Navigation bar
  2. Defining the look and feel using themes
  3. Adding sections to the website
  4. Utilising the Sidebar & Footer areas of the websites
- How to convert Website Traffic to Leads or Social Media Followers
- Adding a Carousel to the website
- Techniques to organise content
- Generate User Access to the website

## ● Blog Management

1. Difference between a Blog and a Website
2. How to integrate Blog Section with Website
3. Choosing the Right Niche
4. Auto-posting blog content to multiple social media platforms
5. Analysing Revenue Opportunities

## MODULE 2



Landing page design  
using Elementor

**Duration - 02 Hours**



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- What is Page Builder
- Installing Elementor
- Using elementor to design landing page

## MODULE 3



Search Engine Optimization  
(SEO) + Webmasters tools

**Duration - 02 Hours**



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## Introduction To SEO

- What is SEO & its importance
- How do bots discover a new website?
- How to submit a website to Google Search Console

## On-page SEO

- Top Level Domain
- Website Navigation
- Breadcrumbs
- Domain Authority / MR / Page Authority using MOZ Bar
- Technical SEO
  1. Secure Sockets Layer – SSL Certificate
  2. Robots.txt
  3. Types of Sitemap
  4. Limitations of a Sitemap
  5. Sitemaps Creation and Submission
- URL Optimisation
  1. Define URL Structure
  2. Defining Hierarchy for the URLs
  3. URL Structure for Static & Dynamic Pages

- Content Strategy
  1. Main Pillars of Content
  2. Content for users Vs Content for Bots
- No-index; No-follow tag
- Canonical Tags
- Meta Tags
- Introduction to Meta Tags
- Meta Tag Creation Techniques
- Keywords
  1. Types of Keyword
  2. Keyword Research Methodology
  3. Manual Method & Automatic method of Keyword Research
- Heading Tags (H1 to H6)
- Image Optimisation using Title & Alt
- tags Internal Linking
- Implementation of On-page Factors on Website
- Mobile Friendly Test

- Page Load Time & Page Speed Suggestions
- Redirection Tags
- Schema Structured Data Creation & Implementation
- Website Analysis & Audit Mechanism
- SEO for Ecommerce Websites
- Google Webmasters
  1. Introduction to webmasters
  2. How to submit a new website
  3. Search Appearance Report Analysis
  4. HTML Improvements
  5. Search Traffic Report Analytics
  6. International Targeting
  7. Manual Actions
  8. Mobile Usability
  9. Removing Indexed URLs
  10. Crawl Errors and Stats
  11. Robots.txt tester
  12. Sitemap url submission
  13. Webtools
  14. Backlink Analysis













## Off-page SEO:

- Introduction to Off-page SEO
  1. Types of Links
  2. Follow Vs No-follow
- Search Engine Submissions
  1. Introduction to Bing Webmasters
  2. How to submit website to Bing Webmasters
- Link Building Methodology
  1. Directory Submissions
  2. Social Bookmarking
  3. PDF, PPT Submission
  4. Press Release Submission
  5. Article Submission
  6. Image, Video Submission
  7. Forum Submission like Quora.com
  8. Blog Commenting & Guest Blogging
- Local Business Listing
  1. Submission to Classified Sites
  2. Google Business Listing



- Business Review Site Submission
- Off-page SEO implementation for businesses using Digital Marketing Agency Template
- Off-page Competitor Analysis
  1. Competitor Backlinks Analysis
  2. Competitor Traffic Sources
  3. Competitor Blog Analysis
- Google Disavow Tools
- Google Updates & Algorithms
  1. Payday
  2. EMD
  3. Panda
  4. Pirate
  5. Penguin
  6. Pigeon
  7. Hummingbird
  8. Mobilegeddon
  9. Rank Brain
  10. Possum
  11. Fred

## Hands-on Practical Training On Following Tools

## MODULE 4



Google Analytics +  
Goggle Tag Manager

**Duration - 04 Hours**



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- Introduction to Google Analytics
  1. Understanding importance of Analytics for business
  2. How Analytics Works
  3. Data Collection, Processing & Reporting
- Setting Up Google Analytics
  1. Hierarchy in Google Analytics
  2. Account Setup
  3. Property Setup
  4. View Setup
  5. Integration with website using JavaScript Tracking Code
- Admin Panel Navigation
  1. User management at account, property & view level
  2. Internal Traffic Filter Setup
  3. Google Adwords linking
  4. Auto-tagging
  5. Goal / conversion setup
  6. Goal Funnel for Ecommerce
- Google Analytics Layout
  1. Navigating Google Analytics
  2. How to create Custom Reports
  3. How to share / download reports
  4. Auto-emailing reports

- Key Performance Metrics In Google Analytics
  1. Hit Vs Dispatch
  2. Session
  3. Visits & Users
  4. Average Time On Page
  5. Bounce Rate
  6. Exit Rate
- Audience Report
  1. Segments
  2. Dimension Vs Metrics
  3. Data Representation Formats – Bar Graph, Pie Chart, Comparison
  4. Primary Vs Secondary Dimension
  5. Advance Filter
  6. Demographic Report Analysis
  7. Geographic Report Analysis
  8. Affinity & In-market Interest Report Analysis
  9. Technology Report Analysis
  10. Mobile Report Analysis

- Acquisition Report
  1. Monitor Various Marketing Channels
  2. Tracking the Source and the Type of website traffic
  3. Source / Medium tracking using UTM parameters
  4. SEO Traffic Analysis
  5. Adwords Traffic Analysis
  6. Social Media Traffic Analysis
  7. Campaigns Report Analysis
  
- Behavior Report
  1. Understanding User's Navigation Pattern using Behaviour Flow
  2. Site Content Performance
  3. Site Speed & Suggestions
  4. Event Tracking
  
- Conversion Report
  1. Ecommerce Reporting
  2. Multi Channel Funnel Report
  3. Assisted Conversions Report
  4. Top Conversion Path Report
  5. Time Lag Report
  6. Path Length Report
  7. Attribution

## MODULE 5



Search Engine  
Marketing (SEM)

**Duration -14 Hours**

## Level 1 : Google AdWords for Beginners

- Introduction To Google Ads
- Understanding SERP Structure
- Paid Marketing Key Terminologies
  1. Campaign
  2. Budget
  3. Bid & Various Bid Strategies
  4. Impressions
  5. Clicks
  6. Click Through Rate (CTR)
  7. Conversion
  8. Conversion Rate
  9. Real-time-bidding
- Introduction to Google My Client Center (MCC) Account
  1. Creating a new Google Ads account
  2. Linking an existing Google Ads account
- Adwords Billing & Payments
- Hierarchy in Google Ads
  1. Campaigns
  2. Ad-groups

3. Keywords
4. Ad-copy

## Level2 : Google Adwords Intermediate Level - Creating PPC Ad Campaigns

- Search Ads
  1. Introduction to Search Ads
  2. Exploring Google Search Network
  3. Search Campaign Creation
  4. Understanding Automated Bidding Strategies & their application
  5. Location & Radius Targeting
  6. Ad Extensions and their impact on CTR
- Google Keyword Planner Tool
  1. Keyword selection process
  2. Ad-group creation
  3. Estimating keyword performance and bid
  4. Keyword match types & exclusions
- Ad-copy creation techniques
  1. Text Ads
  2. Call-only Ads

- Quality Score & its impact on Ad Rank
- Conversion Tracking
- Display Ads
  1. Targeting & Combination Techniques
  2. Frequency Capping Methodology
  3. Responsive Ads in Display Campaign
- Video Ads
  1. In-stream Ads, Video Discovery Ads & Bumper Ads
  2. Targeting & Combination Techniques
- Universal App Campaign
- Shopping Ads
  1. Exploring Google Merchant Center Account
  2. Listing Product details in Merchant Center
  3. Targeting in Shopping Ads
- Dynamic Search Ads
- Linking Google Analytics
- Advance Bidding Strategy on Location, Schedule & Devices
- Live Campaign Performance Report Analysis
- Campaign Optimization & ROI Improvement Techniques

### **Level 3 : Google AdWords Advance Level**


- LIVE Campaign / Project Implementation With Actual Budgets
- Remarketing & Remarketing Strategies
- Dynamic Keyword Insertion Techniques

## MODULE 6



Goggle Adsense + Display  
Adservers

**Duration - 02 Hours**

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- Creating goggle adsense account
- Creating ad units
- Using block control
- Using reports
- How to check payment information
- Introduction to Ad servers
- Exploring Ad server practically

## MODULE 7



Content Writing + Content  
creation tools

**Duration – 04 Hours**



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- Architecture of content
- Forms of content
- Main pillars of content
- Basic editing of images , infographics
- Infographics
- Animated walk – through videos

## MODULE 8



### Social Media Marketing

**Duration -18 Hours**



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- Social Media Marketing Overview
- Content Creation
  1. Basic Editing of Images & Infographics
  2. Infographics Creation
  3. Animated Walk-through Videos Creation
  4. Call-to-action Buttons, LinkShorteners
- Introduction To Facebook Page
  1. Choosing the right CTA for your Page
  2. Techniques for FB Post creation & promotion
  3. Hashtag Strategy
  4. Understanding FB Audience Insights
  5. How to drive website traffic from FBGroups
  6. FB Event creation
  7. Increasing FB Page Functionality with Apps
  8. FB Open Graph Tags
  9. Analysing Competitors Social Media Profile
- Introduction To Facebook Ads Manager
  1. FB Ads Manager Structure
  2. Key Terminologies
  3. Bid & Bid Strategies
  4. Introduction to FB Pixel
- Introduction To Facebook Business Manager
  1. FB Page Creation
  2. Create FB Ads Manager Account
  3. Billing & Payments
  4. Linking Instagram Account to Business Manager
  5. User Access in Business Manager
- FB Advertising
  1. Ad Types
  2. Audience Classification & Targeting
  3. Remarketing Techniques
  4. Ad Placements
  5. Ad-copy Creation Techniques
  6. Practicals on Various Campaigns
  7. Conversion Tracking on FB
  8. FB LIVE Project / Campaign
- Twitter Advertising
  1. Understanding Twitter Advertising
  2. Twitter Business Page Creation
  3. Introduction to Twitter Ad Manager
  4. Ads Manager Structure
  5. Targeting Techniques

6. Audience Manager
  7. Bidding Types
  8. Tailored Audiences
  9. Twitter Ad Campaign Types
  10. Conversion Tracking for Twitter
  11. Twitter Analytics
- LinkedIn Advertising
    1. Creation & Promotion of a LinkedIn Business Page
    2. LinkedIn Product Showcase Page
    3. Different between Product showcase page and LinkedIn Business Page
    4. Introduction to LinkedIn Ads Manager
    5. Campaign Types in LinkedIn
    6. Bidding Types
    7. Conversion Tracking in LinkedIn
    8. Campaign Performance Tracking
    9. Analytics and Reporting
  - YouTube Marketing
    1. Introduction to YouTube Marketing
    2. Business Channel Setup in YouTube
    3. Customizing your YouTube channel
4. YouTube Channel and Video Optimisation
  5. YouTube Video Promotion through Paid Advertisement
  6. YouTube Video Monetisation
  7. Using YouTube for Online Reputation Management
  8. Monitoring Video Performance through Google Adwords
  9. How to effectively promote videos on other social sites
- Social Media Automation
    1. Introduction to Hootsuite
    2. Linking Social Media Platforms with HootSuite
    3. Posting Simultaneously on Multiple Social Media Platforms
    4. Understanding Tabs & Streams
    5. Technique for Social Listening
  - ORM
    1. Brand Protection
    2. Setting Brand Alerts
    3. Reputation Management with Youtube
    4. Social Listening

## MODULE 9



Social Media Automation +  
Online Reputation  
Management (ORM)

**Duration – 04 Hours**



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## **Social Media Automation**

- Introduction to Hootsuite
- Linking social media platforms to Hootsuite
- Posting simultaneously on multiple social media
- Understanding tabs & streams
- Technique for social listening

## **Online Reputation Management**

- Brand protection
- Setting brand alerts
- Reputation management with Youtube
- Social listening



## MODULE 10



Email Marketing + Webchat  
process

**Duration - 04 Hours**



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- Importance & Benefits of Email Marketing
- Different types of mailers
- Limitations of ISP
- Benefits of Email Service Providers (Bulk Email Marketing Tools)
- The Do's and Don'ts of Email Etiquette
- Creating an email marketing content strategy
- Creating a Email Marketing List (Manual & Sign up form method)
- Email Campaign Creation
- Email Personalisation
- Email Scheduling
- Generating & Analysing Email Campaign Reports
- SPAM Detection

- How to start with chatbot
- Getting started with Zopim chatbot
- Generating leads/enquiries through chatbot
- Integrating chatbot code with website
- Tracking visitors through GA
- Conversation Building through webchat
- Setting up response templates
- Visitor engagement & conversation management
- Setting up Triggers
- Webchat Analytics

## MODULE 11



Drip Marketing +  
Email Automation

**Duration - 04 Hours**



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- List Management
- Understanding Drip Terminology
- Technique to build Subscriber List
- Designing Automated Workflows
- Designing Campaigns
- Automation Rules
- Reporting & Analytics

## MODULE 12



E-Commerce &  
Drop Shipping

**Duration - 04 Hours**



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- Understanding E-Commerce (Fundamentals, concepts, benefits)
- Setting up a E-Commerce Online Store/ E-Commerce Business
- Inventory Management
- E-Commerce Store Promotion & Marketing Techniques
- Increasing Traffic to Online Store
- Writing Product Description
- Supply Chain Management
- Packaging & Shipping
- Uploading products on online market place
- Purchase & Payment Process
- Remittance Cycle & Return Policy
- Customer Loyalty Programs
- Understanding Drop shipping Fundamentals & Concepts
- Setting Up a Drop-Shipping Business

## MODULE 13



Affiliate Marketing

**Duration - 04 Hours**



- Overview of affiliate marketing
  - a. Affiliate program merchant
  - b. An affiliate marketer
- Different Commission Structures
- Examples of different Affiliates
- Introduction to affiliate networks
- Affiliate marketing campaign setup
  - a. Run an affiliate merchant program
  - b. Run an affiliate marketer program
- Tracking algorithm in affiliate program
- Affiliate networks vs in-house affiliate program
- Best Practice of managing affiliates
- Pitfalls of the affiliate models
- Segregation of Affiliate Marketing Web Mobile
- Overall Affiliate Marketing Budget and strategy planning
- Facts and Current industry numbers for Affiliate Marketing industry Global leads and affiliate marketing programs you can join today
- Resources required to get started with Affiliate Marketing Top Players in the market for Affiliate Marketing

## MODULE 14



### Influencer Marketing

**Duration - 04 Hours**



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- Understanding Influencer Marketing Concepts
- Developing Influencer Marketing Strategy
- Finding Right Influencers in your Business
- Influencer Engagement Plan
- Building Impressive Content for Influencers to Publish
- Tips to Pitch Influencers to Convince them
- Influencer Campaigns
- Measuring Effectiveness of Influencer Marketing

## MODULE 15



### Media Planning & Buying

**Duration - 04 Hours**



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- Understanding Online and Offline Media
- Consumer Behaviour and Market Research
- Media Math & Media Mix
- Theories of Media planning & Media Buying
- Media Planning Rules
- Measurement of media audiences
- How to build a Media Strategy
- How to deal with Media Buying Agencies
- Media Budgeting
- Monitoring & Optimizing Ad Performance

## MODULE 16



Mobile Marketing

**Duration - 04 Hours**



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- Introduction to Mobile Marketing
- Importance of mobile friendly website and content
- Usage of Mobile App in marketing mix
  - a. Push notifications
  - b. In-app notifications
- App building and monetization
- Listing on app stores
- App Store Optimization
- Mobile marketing campaign on other's app

# MODULE 17



Mobile App Creation

**Duration - 04 Hours**



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- Importance of App
- Consumer creating an account
- Editing screens
- Creating a menu
- App review
- Downloading and installing APK

## MODULE 18



Webinar Creation &  
Marketing

**Duration – 02 Hours**



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- What is Webinar?
- Importance of webinar marketing
- Creating an account with gotometting
- Setting up your own meeting room
- How to host a meeting?
- How to join a meeting?
- How to share screens?
- Downloading meeting in mp4 format

# MODULE 19



TikTok Ads

**Duration – 02 Hours**



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- What is Tiktok?
- Importance of Tiktok
- Creating an Tiktok ads account
- Creating traffic ad
- Creating conversion ads
- Creating app install ad

## MODULE 20



Artificial Intelligence (AI) in  
Digital Marketing

**Duration – 02 Hours**



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- What is Artificial Intelligence
- Exploring chatbots

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Above Kalyan Jewellers,  
Near Ghatkopar Station,  
Ghatkopar (E),  
PIN - 400077.

## ANDHERI

A1 -301, Vertex Vikas Building,  
Next to Metro Station  
Gate Exit # 4, Court Lane,  
Above A to Z Digital Prints,  
Opposite Railway Station,  
Andheri (East),  
PIN - 400069.

## VASHI

1004, Tenth Floor,  
Haware Infotech Park,  
Sector 30A, Plot No. 39,  
Near Inorbit Mall,  
Vashi, Navi Mumbai,  
PIN - 400703.