



Digital Marketing Training Syllabus

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

TRAINING DURATION	50 Hrs / 1 Months / Customized
TRAINING CHARGE	10,000+ Service Tax

Training Modules:

1. Overview of Digital Marketing

- What is marketing and digital marketing?
- Understanding Marketing and Digital Marketing Process?

2. Website Creation

- Understanding about Internet, websites, domain, web server, web hosting etc.
- Planning of a website
- HTML Basic
- About CMS and creating website in Word pres

3. Search Engine Optimization

- What is SEO?
- What are search engines and their functions?
- Understanding traffic, keywords etc.
- On page optimization



- Off page optimization
- Local SEO

4. Social Media, Email, Mobile, Ecommerce Marketing

- What is social media?
- Marketing on social networking websites
- Facebook Marketing
- Twitter Marketing
- LinkedIn Marketing
- Video Marketing
- What is email marketing?
- How email works
- Types of email marketing and bulk emailing
- What is e commerce?
- Ecommerce scenario and how to do SEO for Ecommerce websites
- Ecommerce marketing strategy
- What is mobile marketing?
- Fundamentals of mobile marketing
- Advertising on mobile
- Using tools to create mobile websites and app
- Sms marketing

5. Online Advertising

- What is online advertising?



- Different types of online advertising
- Payment Modules
- Tracking and Measuring ROI of online advertisement

6. Lead Generation for Business

- Understanding lead generation for business
- Understanding landing and thank you pages
- About A/B testing.
- Understanding lead funnel
- Converting leads into sales

7. Content and Affiliate Marketing

- Introduction to content marketing.
- Objective of content marketing.
- Examples of Top content marketing.
- Optimizing content for search engines.
- What is Affiliate Marketing?
- Different ways to do affiliate marketing?

8. Internet Marketing Strategy

- Creating internet marketing strategy

9. Adsense & Blogging

- What is Adsense?
- How to get approved for adsense.
- Placing ads on your blog and websites.
- Creating blogs



TRAINING SCHEDULE - Please contact us for latest training schedule

TRAINING MODE

We give flexible learning options to trainees

- Instructor Lead (REGULAR / ONLINE / WEEK-END / PART-TIME / COMBINED-FLEXIBLE)
- INSTRUCTOR LEAD LIVE ONLINE TRAINING MODE - You can join the training from any part of world

CONTACT DETAILS

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