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DIGITAL MARKETING TRAINING INSTITUTE™

ADVANCE DIGITAL MARKETING DIPLOMA (ADMD) 25 Modules

Module 1 : Search Engine Optimization (SEO)

ON-PAGE OPTIMIZATION - META TAGS Optimization - CANONICAL Tag Implementation - Website Analysis - Heading Tags in Contents - Description tag imp - KEYWORD RESEARCH - Keyword Proximity, Density, Analysis	- Header Keyword Optimiz - Footer Keyword Optimiz - Image Optimization - Image Alt Tags - Web Page Weight / Rank - Internal Link Building - Robots file Optimization - Anchor Text - URL renaming/re-writing - Website Audit	OFF-PAGE OPTIMIZATION - Submission to Search E - Directory Submission - Deep Linking - Blog Submission - Book Marking - Article writing/directory - Article Submissions - Classified submissions	- FORUMS POSTING - Website AUDITING - SOCIAL BOOKMARKING - Press Release - Press release Submission - Directory Links : - One Way Link building - GOOGLE SITE MAPS - Sitemap Creation - XML Sitemap	Competitor ANALYSIS - Creating Competitor Report for Analysis. - Copyrighting - Call to Action - Copy-scape - Duplicate Content Issues - Coding Standards - Usage of all Tags - 2 Projects
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Module 2 : Social Media Marketing & Optimization (SMM)

SOCIAL MEDIA OPTIMIZATION & MARKETING Types of social media / Key terms to understand How Social Media influences audience & Google Developing unique content, positioning and voice Integrating social media into your website and blogs How to choose right social media for your business/brand. Behavioural & cultural standard for Social Media. Linking all Social Media Accounts.	YOU TUBE Marketing Video optimization Promoting on YouTube Monetization Seo for Youtube Youtube Analytics ✓ SLIDESHARE ✓ PINTEREST ✓ INSTAGRAM	FACEBOOK MARKETING Create Marketing & Advertising How to Promote Facebook pages Advertise on Facebook(PPC) Setting up Campaigns Creating Advertisements Managing & Promoting Posts Targeting the Right Audience In-page Analysis / Analytics	LINKEDIN Marketing on LinkedIn Advertise on LinkedIn Using LinkedIn for business GOOGLE PLUS Using Google Plus for Businesses, Hangouts. TWITTER MARKETING Using twitter for business
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Module 3 : GOOGLE ADWORDS with GOOGLE Certification (100% Guarantee)

PPC TRAINING INTRODUCTION What is Pay per Click Marketing Importance & Benefits of PPC Other Pay-Per-Click Providers What is Google AdWords? How to set up PPC Campaign GOOGLE ADWORD NETWORKS Search- Searching on Google (.Com, .in, .ph etc.) Search Partners- (AOL, EarthLink, Powered by Google, Site Search/ SET-UP PPC CAMPAIGN PPC campaign Navigation	Use Multiple Account "CLICK-THROUGH-RATES" CTR What is Impression? What is "Cost/Conversion"? What is Tracking Code? WHAT IS KEYWORD RESEARCH? Diff between SEO & PPC keywords Keywords popularity, Search Volume Categorize Keywords in Ad groups Keyword Types:Broad, Exact, Phrase CREATE EFFECTIVE ADS AD GROUPS Measurement of Title,Desc URL, Ad that produce better ROI Learn, HOW TO do BIDDING?	WHAT IS QUALITY SCORE? How Quality Score Effect on Bids? How to Increase Position on Search? BID FOR AD POSITION/ BID MANAGEMENT User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding WHAT IS LANDING PAGE? Ads versus Landing Page 'Calls to Action'/Cost/Conversion MOBILE MARKETING VIDEO MARKETING	DISPLAY NETWORK CAMPAIGN (Creating Image/Video /Text/Flash Banner) Navigation through Menus Home/Campaigns/Opportunities/Tools & Analysis, Billing Account REMARKETING Using MCC (My Client Centre) MERCHANT CENTRE CAMPAIGN PERFORMANCE REPORTS Keywords Performance Reports Ad Performance Reports INCLUDES → 2 GOOGLE Certification
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Module 4 : Google Analytics		Google Partner	
<p>Introduction to Web Analytics WHAT IS WEB ANALYTICS Purpose of analytics in Internet Marketing Admin Interface, Setting up an accounts and Web properties Managing account / Users</p>	<p>Google Analytics Interface Home Tab /Real-time Data DASHBOARD Widgets / Customize dashboard Date selection and comparison EXPORTING REPORTS/ EMAILING REPORTS</p>	<p>ADVERTISING ANALYTICS ADWORDS DATA ANALYSIS Keywords/Keyword Positions Traffic Sources Overview of Traffic sources Sources / Direct Search, Organic / Keywords /Paid / Referral</p>	<p>SEO (WEBMASTER TOOLS) Social /Content Analysis Site content /Speed/Search Events /Experiments In-page Analytics CONVERSION TRACKING Goals / Calculating the ROI Custom reporting.</p>
Module 5 : MOBILE Marketing		Module 6 : Affiliate Marketing	
<p>MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. PPC is largely results driven, making clear goal setting and documentation mission critical. Adwords mobile Marketing & PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. There are a number of factors that you must consider in the early stages of your app marketing, including branding, keywords, and competition.</p>		<p>AFFILIATE MARKETING Affiliate marketing has just started in India contrarily to what it is in United States. Earning opportunity in affiliate marketing is unlimited. At DMTI you will learn how to do affiliate marketing. How to use Flipkart, Amazon, Jabong GOOGLE ADSENSE Do you think that people just publish a blog or provide piece of information for nothing? A platform by Google through which you can earn money by placing ads on your blog/website.</p>	
Module 7 : EMAIL MARKETING		Module 8 : O R M	
<p>EMAIL MARKETING EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business, or solicit sales or donations, & is meant to build loyalty, trust, or brand awareness.</p>		<p>ONLINE REPUTATION MANAGEMENT ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or businesses. The advancement of internet and social media use, along with reputation management companies, have made it primarily an issue of search results. You learn how to remove and overlap the negative complaints or using SEO tactics to influence results and much more.</p>	
Module 9 : Google Webmaster Tools		Module 10 : CONTENT MARKETING	
<p>GOOGLE WEBMASTER TOOLS Search Console What is Webmaster Tools Site working on Search Console Refine personal & site settings Manage & Monitor your site</p>	<p>Search Traffic Google Index Crawl & Fetching your site Submitting your verification code Testing Robot.txt & Sitemaps Security - Check for errors</p>	<p>Infographics CONTENT MARKETING are a visually compelling Communication medium that done well can communicate complex data! An Infographic that is linked and compelling by its Nature will drive traffic to your website and blog as people "share" & "click". A visual format that is potentially viral. They take deep data and present it in a visual shorthand.</p>	
Module 11 : Digital Marketing Strategy		Module 12 : CREATING A BLOG	
<ol style="list-style-type: none"> How to Start a Digital Marketing Agency Where do I get my clients from, places and areas to look for? Approach and Strategies to Convert your prospective clients How to Pitch to your clients, prove Digital Marketing is superior Target Oriented Marketing - Impress with Analytics Business Extensions with Upsell & Selling multiple products 		<p>USING WORDPRESS FOR CREATING A BLOG / Website Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible. Add Categories, Posts and Comments. Easily build a blog on WordPress Customizable, Mobile-ready designs and themes With hosting and support from WordPress.</p>	
Module 13 : MEDIA Buying & Selling		Module 14 : Ecommerce Business	
<p>MEDIA BUYING is the business of purchasing advertising space, Media Buying comes in different formats, such as banner ads, text ads and video ads. It is generally done on a CPM. Why should you definitely use Media Buying for your business? Benefits and Advantages. Profitable Media Buying Campaign from Start to Finish. Media buying and selling websites. Setting up your first Media Buying Ad Campaign. Tracking your Ad Campaigns Testing, Optimizing and Scaling.</p>		<p>ECOMMERCE BUSINESS MARKETING Anatomy of ecommerce site, Ecommerce platforms, Market Vs Audience, Woo commerce. Ecommerce business profits. Methods for running a successful Ecommerce Learn the different methods for earning your customers' trust, like developing an attractive website, having safe and easy payment forms, and displaying good content. Online marketers differ from traditional marketers, because they are not hired by agencies to form a brainstorming.</p>	
Module 15 : VIRAL Marketing #Tag		Module 16 : LIST Building Techniques	
<ol style="list-style-type: none"> Introduction to HASHTAGS How to Use Hashtags for Your Business How to Create Hashtags - The Basics Research Trending Hashtags, 5. Find Hashtags Related to the Main Keyword, 6. Hashtags on Twitter for lead generation 		<p>LIST BUILDING TECHNIQUES Introduction To Your List Building Tools How To Design Your Squeeze Page For Maximum Conversions Split Testing Your Squeeze Pages, Setting Up Your Broadcast Schedule, Launching Your List Building Campaign</p>	



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<h2>Module 17 : WhatsApp Digital (VT)</h2>	<h2>Module 18 : LIVE STREAMING (VT)</h2>
<ol style="list-style-type: none"> 1. Whatsapp Marketing for Business 2. Communicate better using texts, images, audio and video 3. Increase audience engagement 4. Reinforce credibility by providing immediate customer support 5. Build long-term-relationships & create loyal brand advocates 	<ol style="list-style-type: none"> 1. Learn to use Live Streaming for Online Branding 2. Configuring Broadcast settings 3. Different types of Broadcast 4. Create a Scope 5. Promote & Interact with your Viewers
<h2>Module 19 : LEAD GENERATION BIZ</h2>	<h2>Module 20 : WEBINAR MARKETING</h2>
<p>Every businessman wants leads to his business and if you looking for the same, this training series will teach you how to get lots of leads from all directions.</p> <ol style="list-style-type: none"> 1. Learn to use Live Streaming for Online Branding 2. Configuring Broadcast settings 3. Different types of Broadcast 4. Create a Scope, 5. Promote & Interact with your Viewers 	<p>WEBINAR MARKETING & BENEFITS Logistics, Direct interaction, launch feedbacks, webinar tools & services. Webinar tools and platforms. The Webinar benefits that can be obtained by the promotion of products, personal business and offline products for your company using the webinar technology are many. Learn - use Webinar for your Business – amazing benefits Apply the Top Webinar Marketing Tools,</p>
<h2>Module 21: FREELANCING Techniques</h2>	<h2>Module 22 : Design Graphics</h2>
<ol style="list-style-type: none"> 1. Freelancing Website, Best practices, 2. Registering on Freelancing Web sites, 3. Applying for online jobs, 4. Micro job sites - application & posting 5. Forum promotions, Accepting payments 	<p>Graphics effectively communicate, visual representations of information. Create your own graphic for clients and Social media. In 2017 Graphics will rule. Graphics are more appealing then text.</p>
<h2>Module 23: LANDING Page Technique</h2>	<div style="background-color: red; color: white; padding: 5px; text-align: center;"> <p>You get 4 Certifications.</p> </div> <ol style="list-style-type: none"> 1. GOOGLE AdWords Certification 2. GOOGLE ANALYTICS Certification 3. ADMD Certification 4. CDMP Exam
<ol style="list-style-type: none"> 1. Elements of Landing Page 2. Acquiring Stunning Landing Pages 3. WordPress Themes & Plugins 4. CTA Placement & Optimization 5. Landing Page from third party sites 	
<h2>Module 24 : Top #5 Digital Marketing Tools for Online Business</h2>	
<ul style="list-style-type: none"> #1 TOOL Learn SOCIAL MEDIA MANAGEMENT SYSTEM for brand management #2 TOOL LEARN an Image Manipulation Program #3 TOOL Create Professional looking Newsletters & MAIL Responders #4 TOOL Make beautiful Videos using your photos & videos using Special Effects #5 TOOL Learn a LEAD Generation Tool - to get more Conversions 	
<h2>Module 25: GOLD SUBSCRIPTION</h2>	
<p>Access to ONLINE DIGITAL LIBRARY "1 Year GOLD Subscription" to Online Videos 25 Modules+ Catch up on missed lectures–Or Revise Forgotten Modules - ****WORTH 17,550/-</p>	
	<p>Click to Visit www.dmti.co.in</p>
<p>ADMD COURSE IS IDEAL FOR :</p> <ul style="list-style-type: none"> ➤ MBA Marketing & Marketing heads ➤ Media Advertising Professionals ➤ Entrepreneurs & CEO's ➤ Job and Career Seekers ➤ Free-lancers, Bloggers & Web Designers ➤ Graduates, HSC Students. 	<p>COURSE FEATURES :</p> <ul style="list-style-type: none"> ✓ 80% PRACTICALS - CLASSROOM BASED TRAINING ✓ Work on 18 Projects & Campaigns ✓ 100% JOB ASSISTANCE ✓ Support for Google Certification ✓ HANDLE CAMPAIGNS INDEPENDENTLY ✓ All Inclusive of Books and Certificates
<p>Limited '*Festive*' Offer Fees : 31,015 <u>Rs. 25,900</u> **All-inclusive of GST, Books, 4 Certifications, 25 Modules**</p> <p>CLASSROOM TRAINING at Dadar / Matunga & Andheri West </p>	



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