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SOFTPRO

DMTI
PROFESSIONAL

CERTIFIED

DIGITAL MARKETING TRAINING INSTITUTE ™

MASTER DIPLOMA in INTERNET MARKEING (MDIM)

Module 1 : Search Engine Optimization

ON-PAGE OPTIMIZATION	- Header Keyword Optimiz	**OFF-PAGE OPTIMIZATION**	- Forums	- Competitor Analysis
- Meta Tags Optimization	- Footer Keyword Optimiz	- Submission to Search E	- Social Bookmarking	- HTML, Logo & its Importance
- Canonical Tag Implementation	- Image Optimization	- Directory Submission	- Press Release	- Copyrighting
- SWOT analysis of website	- Image Alt Tags	- Deep Linking	- Press release Submission	- Call to Action
- Heading Tags in Contents	- Google Sitemap Creation	- InBound Links	- Directory Links :	- Copy-scape
- Description tag imp	- Web Page Weight / Rank	- Blog Submission	- One Way Link building	- Duplicate Content Issues
- KEYWORD RESEARCH	- Internal Link Building	- Book Marking	- Two Way Link building	- Coding Standards
- Keyword Proximity, Density, Analysis	- Robots file Optimization	- Article writing/directory	- Three Way Link building	- Usage of all Tags
	- Anchor Text	- Article Submissions	- SITE MAPS	- W3C Validation
	- URL renaming/re-writing	- Classified submissions	- Sitemap Creation	- Free Backlinks Creation
	- Website Audit		- XML Sitemap	

Module 2 : Social Media Marketing & Optimization

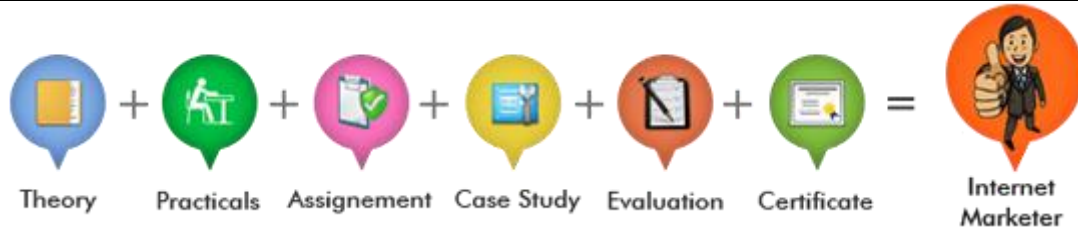| **SOCIAL MEDIA OPTIMIZATION & MARKETING**	**YOU TUBE Marketing**	**FACEBOOK MARKETING**	**LINKEDIN**
Types of social media / Key terms to understand How Social Media influences audience & Google Developing unique content, positioning and voice Integrating social media into your website and blogs How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

Module 3 : Google Adwords with GOOGLE Certification (100% Guarantee)

PPC TRAINING INTRODUCTION	Use Multiple Account	**WHAT IS QUALITY SCORE ?**	**DISPLAY NETWORK CAMPAIGN**
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	**"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 **WHAT IS BIDDING ?**	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**	(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 **GOOGLE CERTIFICATION Support**

Theory + Practicals + Assignement + Case Study + Evaluation + Certificate = Internet Marketer

Module 4 : Google Analytics

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	Google Analytics Interface Home Tab /Realtime Data **DASHBOARD** Widgets / Customize dashboard Intelligent Events/Shortcuts Date selection and comparison **EXPORTING REPORTS/ EMAILING REPORTS**	**ADVERTISING ANALYTICS** **ADWORDS DATA ANALYSIS** Keywords/Keyword Positions **Traffic Sources** Overview of Traffic sources Sources / Direct Search Organic / Keywords Analysis Paid / Referral	**SEO (WEBMASTER TOOLS)** Social /Content Analysis Site content /Speed/Search Events /Experiments Inpage Analytics **CONVERSION TRACKING** Goals / Calculating the ROI Custom reporting

Module 5 : Mobile Marketing

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 and PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. Marketing on Mobile apps is a very important marketing tool that you are taught.There are a number of factors that you must consider in the early stages of your app marketing, including branding, keywords, and competition. You learn to market on Android as well as IOS platform.

Module 6 : Affiliate Marketing

AFFILIATE MARKETING
Affiliate marketing has just started in India contrarily to what it is in United States. Generate leads or bring in potential customers for business online & get paid. Earning opportunity in affiliate marketing is unlimited. At DMTI you will learn how to do affiliate marketing. How to use Flipkart, Amazon, Jabong - affiliate codes on your website or blog ..etc. **GOOGLE ADSENSE :**Why is the internet biggest source of information? Do you think that people just publish a blog or provide piece of information for nothing? Google through which you can earn money by placing ads on your blog/website.

Module 7 : Email Marketing

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, and is meant to build loyalty, trust, or brand awareness.

Module 8 : O R M

ONLINE REPUTATION MANAGEMENT
ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or business's. 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 over lap the negative complaints or using SEO tactics to influence results and much more.

Module 9 : Google Webmaster Tools

GOOGLE WEBMASTER TOOLS Search Console What is Webmaster Tools Site working on Search Console Refine personal & site settings Manage & Monitor your site	Search Traffic Google Index Crawl & Fetching your site Submitting your verification code Testing Robot.txt & Sitemaps Security - Check for errors

Module 10 : Digital Mktg Strategies

1. How to Start a Digital Marketing Agency
2. Where do I get my clients from, places and areas to look for ?
3. Approach and Strategies to Convert your prospective clients
4. How to Pitch to your clients, prove Digital Marketing is superior
5. Target Oriented Marketing - Impress with Analytics
6. Business Extensions with Upsell & Selling multiple products

Module 11 : INFORGRAPHICS

CONTENT MARKETING WITH INFOGRAPHCIS
Infographics CONTENT MARKETING are a visually compelling communication medium that done well can communicate complex data !
Why Infographics for your Content Marketing Strategy ?
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.

Module 12 : Creating a Blog

- **USING TUMBLS FOR CREATING A BLOG**

  BLOGS - are an absolute must for Digital Marketing
- Mobile, Tablet & Desktop Compatible
- Easily build a blog
- Customizable, Mobile-ready designs and themes
- With hosting and support

Module 13 : VIRAL Marketing - #Tag

1. Introduction to **HASHTAGS**
2. How to Use Hashtags for Your Business
3. How to Create Hashtags - The Basics
4. Research Trending Hashtags
5. Find Hashtags Related to the Main Keyword
6. Hashtags on Twitter for lead generation
7. Speed It Up - Tools to Detect Hashtag strength
8. Hashtags on Facebook to generate traffic
9. Track Your Hashtag Impact

Module 14 : LIST Building Techniques

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
List Building Resources - A Swipe File
Conclusion

Module 15 : WhatsApp Digital Mktg

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
6. Evoke prompt customer response by proper CTA utilization

Module 16 : LIVE STREAMING

Boost Your Business using Live Streaming. Learn how to use it for your marketing needs. Easy-to-understand step by step approach.
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

Module 17 : LEAD GENERATION BIZ

Generating Leads is like the cheese of online marketing. 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.
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

Module 18 : Top #5 Digital Marketing Tools - (Superb)

Learn the Tools you need to get your online business up & running
#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

Module 19 : WEB PROGRAMMING - HTML

1. Structure of an HTML document
2. Basic tags and Attributes
3. Body,Text, IMAGE attributes
4. Ordered/Unordered lists
5. Tables : Cells: Spanning,Padding.
6. Forms: Create List Box, Radio Buttons
7. Accept input and Submit - Post

Module 20 : Java Script & CSS

Functions: Defining & Calling Using Variables local, global, Programming(If,While, Loops)
Strings & ARRAYS, Event handling, Objects, Methods & Properties
CSS : Cascading Style Sheets6. Forms: Create List Box, Radio Buttons
7.Accept input and Submit - Post

Module 21 : Adobe Dreamweaver

Hyperlinks: Internal & External Linking
Email Linking & Anchor Linking
Linking (Image Hyperlinks) Rollover Image, with Rollovers & links
Using the Site Window, Import an existing site
Using a form to collect data,
Create a library item, Use Behaviours and Styles
Apply a template Web page, Use Behaviours & Timelines

Module 22: Adobe Photoshop

Adobe Photoshop Image Editing : Retouch, Manipulate and Enhance Designs/ Logos, Image Editing, Resolution, Correction, Saturation, Tool Box, Navigator, Info, Option, Swatches, Brushes, Layers: Adding, Merge, Duplicating, Rotate Filters: Built-in Effects Blur,Twirl, Stain, Emboss, Spotlight, Fire, Embossed...etc. Retouching, Colouring,Creating Backgrouds, Buttons, LIVE PROJECTS: Image Mixing, Re-touching, Layering, WEB Buttons, Backgrounds, Img touch ups

Module 23 : Web Animation

1. GIF ANIMATION
Animation Wizard to create GIF, Adjusting Colour, Special Effects Attributes- Menu, Commands, Creating Ads.
2. 3D XARA
Positioning, Rotating, Sizing, 3D Extrude, Bevel, Altering Lights Creating Animated GIF / AVI
3. MORPHING
Makes Digital Movies, 2D Movies
Transforms an Image to another image

Module 24 : Website Publishing

UPLOADING The Website:
File Upload Faciltiy
URL SUBMISSION TO DIFFERENT SEARCH ENGINES
SITE Verification
Domain Registration
Managing CONTROL PANEL
WEB HOSTING

Module 25 : Web Utilities

1. LIVE CHAT & Dashboard
2. Form Posting to various emails
3. Template Selection Web Sites
4. Visitor Counter
5. Light Box Effects Photo Gallery
6. VIDEO Gallery
7. WOW-Sliders

Module 26 : Social Plugins

1. Google Maps
2. Google Language Translation
3 YOU-Tube Video's
4. FACEBOOK Feeds
5. TWITTER Feeds
6. Linkedin Plugins
SOCIAL MEDIA MANAGEMENT SYSTEMS.

Module 27 : WORDPRESS LEVEL 1,2

WORDPRESS COURSE OVERVIEW
This course concentrates on how to build your website using WordPress without any programming or design experience.
On completion of this course you will be able to:
- Download and install Wordpress
- Configure templates and install new templates
- Websites vs. Blogs - Creating WordPress blog or website
- Learn to use Plug-ins and Widgets
- Managing and Editing features

Module 28 : ADVANCED WORPRESS

ADVANCED WORDPRESS with Ecommerce
- Post vs. pages - WordPress Themes - WordPress Plug-ins - Widgets - Domain names & website hosting -
- Setting up website hosting & email - Installing WordPress C-Panel - WordPress Dashboard
- Logging in to the WordPress Admin area, - Creating pages / page title and body text - WordPress toolbar -
Creating ECOMMERCE SHOPPING CART WITH PAYMENT GATEWAY - Inserting custom characters and symbols - Draft vs. publishing - Assigning Admin options

Module 29 : How to Sell on ECOMMERCE

HOW DOES ECOMMERCE IN INDIA WORK ?
How to register a Company on major Ecommerce portals
How to upload your products on Ecommerce portals

Financial aspects of selling through Ecommerce portals
Become a third party advisor/facilitator for clients who want to sell on Flipkart/Amazon/Snapdeal etc.

Module 30 : Create MOBILE APP

Make your own mobile app for your business, compatible with iPhone, Android. Add on Videos, Inquiry forms, Call buttons Connect Social Media links & blogs to your app We will teach you through a process of choosing what kinds of functions & features you want in your app. Learn how to sharing, blog feeds, Twitter, YouTube videos, Events calendars, Live chat etc. Learn How to publish your App to Google Play & Apple stores

Module 31: CONTENT WRITING DIPLOMA

CONTENT WRITING - HOW , WHAT and WHERE– Building Confidence & Technique for Web Copy
– The Four Principles Of Great Non-Fiction Writing
– 10 Writing Exercises, – Creating writing sets for List
– Processes & Principles of writing. – Story Telling Techniques
– Perspectives & Giving information **TOTAL 8 MODULES**
WWW.CONTENTWRITINGCOURSE.IN - **Download brochure**
DOWNLOAD THE BROCHURE OF 8 ADDITIONAL MODULES.

MASTER DIPLOMA IN INTERNET MARKETING

43 Modules + Access to Speedy Courses for 1 Year

Module 32 : CONTENT MARKETING	Module 33 : FREELANCING TECHNIQUES
1. What is Content Marketing? 2. Why Is Content Important Now? 3. What Kind of Content Are You? 4. Content That Entertains 5. Content That Informs and Educates 6. Providing Utility 7. Content Curation and Aggregation 8. Finding a Voice , A Face 9. Digital Content Channels	1. Where to get Freelancing Work from? 2. Finding Clients, Various Online Platforms 3. Forums Find Jobs, Using Websites 4. Different Strategies finding work 5. Important Considerations 6. Learn to be a FACILITATOR for E-Commerce Clients
Module 34 : SET of 10 Printed Books	**Module 35 : SPEEDY - Subscription**
Get 10 Highly researched Printed Books & Manuals ADMD - Web Designing - Wordpress - Content Writing – 5 BOOK SET. Traffic Generation -Social Media Tactics- Affiliate Marketing, Video Marketing Secrets .	Access to over 50+ Modules of Speedy Courses http://www.speedycourses.net Which will enhance your Digital Marketing Skills even more - with these Value Added Services Brand Authority, List Authority Pay per Click, Blog Authority Facebook Remarketing, Social Media Marketing Authority Twitter, Advance Youtube Marketing, Video Marketing
Module 36 : Webinar Marketing	**Module 37-39: Landing Page ···etc.**
– A webinar gives us the chance to internationally promote our products and services – Why you should definitely use Webinar for your Business Promotions – Learn the Secrets & Applications to apply for a successful webinar interaction.	• **Landing Page | Graphics** • **Media Buying & Selling** • **Ecommerce Profit Building**

Module 40 : Microsoft Excel & Adv. Excel for Digital Marketing	
Learn to Use Excel for Digital Marketing? Basic Excel Commands | Advance Excel Commands | Create Charts Graphs | Subtotal Reports | Filtering Reports | Nested IF's & Loops | Sheet Referencing | All Important commands for DM included.	

Module 41: Advanced Adwords MCC Merchant Centre Account for AGENCY	Mod
Module 42: Advanced FACEBOOK MARKETING & REMARKETING	
Module 43: CONVERSIONS / STRATEGIES / CONTENT VALUATION	

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ORIGINAL Fees "MDIM" Rs.1,22,351/- [$ 2005]

Sr No	Course Content	Course Fees
1	ADMD – Digital Marketing Diploma	Rs. 30,015/-
2	WORDPRESS – **Advance with Ecommerce**	Rs. 15,550/-
3	ADV. WEB DESIGNING	Rs. 17,550/-
4	CONTENT WRITING DIPLOMA	Rs. 15,550/-
5	CONTENT MARKETING	Rs. 8,550/-
6	Access to 30+ Modules SPEEDY COURSES	Rs. 9,999/- 1 year subscription
7	MOBILE APP MARKETING	Rs. 5,550/-
8	START YOUR OWN BUSINESS & FREELANCING TECHNIQUES	Rs. 7,550/-
9	25+ E-books	Rs. 5,000/-
10	10 Set of Books + Kit	Rs. 5,000/-

TOTAL ORIGINAL FEES : 1,22,351 ONLY

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DURATION : 250 HOURS +

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Have more questions?

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