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**DIGITAL MARKETING TRAINING INSTITUTE™**

## ADVANCE DIGITAL MARKETING DIPLOMA (ADMD) 24 Modules

### Module 1 : Search Engine Optimization (SEO)

<b>ON-PAGE OPTIMIZATION</b> - Meta Tags Optimization - Canonical Tag Implementation - SWOT analysis of website - Heading Tags in Contents - Description tag imp <b>- KEYWORD RESEARCH</b> - Keyword Proximity, Density, Analysis	- Header Keyword Optimiz - Footer Keyword Optimiz - Image Optimization - Image Alt Tags - Google Sitemap Creation - Web Page Weight / Rank - Internal Link Building - Robots file Optimization - Anchor Text - URL renaming/re-writing - Website Audit	<b>OFF-PAGE OPTIMIZATION</b> - Submission to Search E - Directory Submission - Deep Linking - InBound Links - Blog Submission - Book Marking - Article writing/directory - Article Submissions - Classified submissions	<b>- FORUMS</b> <b>- SOCIAL BOOKMARKING</b> - Press Release - Press release Submission - Directory Links : - One Way Link building - Two Way Link building - Three Way Link building - SITE MAPS - Sitemap Creation - XML Sitemap	- Competitor Analysis - HTML, Logo & its Importance - Copyrighting - Call to Action - Copy-scape - Duplicate Content Issues - Coding Standards - Usage of all Tags - Free Backlinks Creation - 3 Projects
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### Module 2 : Social Media Marketing & Optimization (SMM)

<b>SOCIAL MEDIA OPTIMIZATION &amp; MARKETING</b> 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.	<b>YOU TUBE Marketing</b> Video optimization Promoting on YouTube Monetization Seo for Youtube Youtube Analytics ✓ <b>SLIDESHARE</b> ✓ <b>PINTEREST</b> ✓ <b>INSTAGRAM</b>	<b>FACEBOOK MARKETING</b> 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	<b>LINKEDIN</b> Marketing on LinkedIn Advertise on LinkedIn Using LinkedIn for business <b>GOOGLE PLUS</b> Using Google Plus for Businesses, Hangouts. <b>TWITTER MARKETING</b> Using twitter for business
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### Module 3 : GOOGLE ADWORDS with GOOGLE Certification (100% Guarantee)

<b>PPC TRAINING INTRODUCTION</b> 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 <b>GOOGLE ADWORD NETWORKS</b> Search- Searching on Google (.Com, .in, .ph etc.) Search Partners- (AOL, Earthlink, Powered by Google, Site Search/ <b>SET-UP PPC CAMPAIGN</b> PPC campaign Navigation	Use Multiple Account <b>"CLICK-THROUGH-RATES" CTR</b> What is Impression? What is "Cost/Conversion"? What is Tracking Code? <b>WHAT IS KEYWORD RESEARCH ?</b> Diff between SEO & PPC keywords Keywords popularity, Search Volume Categorize Keywords in Ad groups Keyword Types:Broad, Exact, Phrase <b>CREATE EFFECTIVE ADS AD GROUPS</b> Measurement of Title,Desc URL, Ad that produce better ROI <b>Learn, HOW TO do BIDDING ?</b>	<b>WHAT IS QUALITY SCORE ?</b> How Quality Score Effect on Bids? How to Increase Position on Search? <b>BID FOR AD POSITION/ BID MANAGEMENT</b> User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding <b>WHAT IS LANDING PAGE ?</b> Ads versus Landing Page 'Calls to Action'/Cost/Conversion <b>MOBILE MARKETING</b> <b>VIDEO MARKETING</b>	<b>DISPLAY NETWORK CAMPAIGN</b> (Creating Image/Video /Text/Flash Banner) Navigation through Menus Home/Campaigns/Opportunities/Tools & Analysis, Billing Account <b>REMARKETING</b> Using <b>MCC (My Client Centre)</b> MERCHANT CENTRE CAMPAIGN PERFORMANCE REPORTS Keywords Performance Reports Ad Performance Reports And <b>GOOGLE CERTIFICATION</b>
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## 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  
 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 /Paid / Referral

**SEO (WEBMASTER TOOLS)**  
 Social /Content Analysis  
 Site content /Speed/Search Events /Experiments In-page  
 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 & 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.

## Module 6 : Affiliate Marketing

**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.

## 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, & 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 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.

## 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 : CONTENT MARKETING

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.

## Module 11 : Digital Marketing Strategy

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 12 : CREATING A BLOG

**USING WORDPRESS FOR CREATING A BLOG**  
 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.

## Module 13 : MEDIA Buying & Selling

**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.

## Module 14 : Ecommerce Business

**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.

## Module 15 : 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

## Module 16 : 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



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<p><b>Module 17 : WhatsApp Digital Mktg</b></p> <ol style="list-style-type: none"> <li>1. Whatsapp Marketing for Business</li> <li>2. Communicate better using texts, images, audio and video</li> <li>3. Increase audience engagement</li> <li>4. Reinforce credibility by providing immediate customer support</li> <li>5. Build long-term-relationships &amp; create loyal brand advocates</li> </ol>	<p><b>Module 18 : LIVE STREAMING (VT)</b></p> <ol style="list-style-type: none"> <li>1. Learn to use Live Streaming for Online Branding</li> <li>2. Configuring Broadcast settings</li> <li>3. Different types of Broadcast</li> <li>4. Create a Scope</li> <li>5. Promote &amp; Interact with your Viewers</li> </ol>
<p><b>Module 19 : LEAD GENERATION BIZ</b></p> <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"> <li>1. Learn to use Live Streaming for Online Branding</li> <li>2. Configuring Broadcast settings</li> <li>3. Different types of Broadcast</li> <li>4. Create a Scope, 5. Promote &amp; Interact with your Viewers</li> </ol>	<p><b>Module 20 : WEBINAR MARKETING</b></p> <p><b>WEBINAR MARKETING &amp; BENEFITS</b> Logistics, Direct interaction, launch feedbacks, webinar tools &amp; 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>
<p><b>Module 21: FREELANCING Techniques</b></p> <ol style="list-style-type: none"> <li>1. Freelancing Website, Best practices,</li> <li>2. Registering on Freelancing Web sites,</li> <li>3. Applying for online jobs, 4. Micro job sites - application &amp; posting</li> <li>5. Forum promotions, Accepting payments</li> </ol>	<p><b>Module 22 : Design Graphics</b></p> <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>
<p><b>Module 23: LANDING Page Technique</b></p> <ol style="list-style-type: none"> <li>1. Elements of Landing Page</li> <li>2. Acquiring Stunning Landing Pages</li> <li>3. WordPress Themes &amp; Plugins</li> <li>4. CTA Placement &amp; Optimization</li> <li>5. Landing Page from third party sites</li> </ol>	<p><b>You get 4 Certifications.</b></p> <ol style="list-style-type: none"> <li>1. <b>GOOGLE AdWords Certification</b></li> <li>2. <b>GOOGLE ANALYTICS Certification</b></li> <li>3. <b>ADMD Certification</b></li> <li>4. <b>CDMP Exam</b></li> </ol>
<p><b>Module 24 : Top #5 Digital Marketing Tools for Online Business</b></p> <p>#1 TOOL Learn <b>SOCIAL MEDIA MANAGEMENT SYSTEM</b> for brand management          #2 TOOL LEARN an Image Manipulation Program          #3 TOOL Create <b>Professional looking Newsletters</b> &amp; MAIL Responders          #4 TOOL Make <b>beautiful Videos</b> using your photos &amp; videos using Special Effects          #5 TOOL Learn a <b>LEAD Generation Tool</b> - to get more Conversions</p>	
<p style="text-align: center;"> <b>Click to Visit</b> <a href="http://www.dmti.co.in">www.dmti.co.in</a></p>	
<p><b>ADMD COURSE IS IDEAL FOR :</b></p> <ul style="list-style-type: none"> <li>➤ MBA Marketing &amp; Marketing heads</li> <li>➤ Media Advertising Professionals</li> <li>➤ Entrepreneurs &amp; CEO's</li> <li>➤ Job and Career Seekers</li> <li>➤ Free-lancers, Bloggers &amp; Web Designers</li> <li>➤ Graduates, HSC Students.</li> </ul>	<p><b>COURSE FEATURES :</b></p> <ul style="list-style-type: none"> <li>✓ <b>80% PRACTICALS - CLASSROOM BASED TRAINING</b></li> <li>✓ <b>Work on 18 Projects &amp; Campaigns</b></li> <li>✓ <b>100% JOB ASSISTANCE</b></li> <li>✓ Support for <b>Google Certification</b></li> <li>✓ <b>HANDLE CAMPAIGNS INDEPENDENTLY</b></li> <li>✓ All Inclusive of Books and Certificates</li> </ul>
<p style="text-align: center;"><b>Limited 'Monsoon' Offer Fees : <del>30,015</del> Rs. 25,900</b></p> <p style="text-align: center;"><b>** All-inclusive of Service Tax, Books, 3 Certifications, 24 Modules **</b></p> <p style="text-align: center;"><b>[ORIGINAL FEES 45,550]</b></p> <p style="text-align: center;"><b>CLASSROOM TRAINING at Dadar / Matunga &amp; Andheri West</b> </p>	





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