ADVANCE DIGITAL MARKETING DIPLOMA (ADMD) 30 Modules

Module 1: Search Engine Optimization (SEO)

<table>
<thead>
<tr>
<th>ON-PAGE OPTIMIZATION</th>
<th>KEYWORD RESEARCH</th>
<th>OFF-PAGE OPTIMIZATION</th>
<th>Important of FORUMS</th>
<th>Competitor ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>- META TAGS Optimization</td>
<td>- Keyword Proximity,</td>
<td>- Submission to Search E</td>
<td>- Website AUDITING</td>
<td>- Creating Competitor</td>
</tr>
<tr>
<td>- Website Analysis</td>
<td>- IMAGE OPTIMIZATION</td>
<td>- Deep Linking</td>
<td>- Press Release</td>
<td>- Copy-scrape</td>
</tr>
<tr>
<td>- Header Tags in Contents</td>
<td>- Internal Link Building</td>
<td>- Article writing/directory</td>
<td>- One Way Link building</td>
<td>- Duplicate Content Issues</td>
</tr>
<tr>
<td>- Footer Keyword Optimization</td>
<td>- Robots file Optimization</td>
<td>- Classified submissions</td>
<td>- GOOGLE SITE MAPS</td>
<td>- Coding Standards</td>
</tr>
<tr>
<td>- URL renaming/re-writing</td>
<td></td>
<td></td>
<td>- Sitemap Creation, XML</td>
<td>- Usage of all Tags</td>
</tr>
</tbody>
</table>

Module 2: Social Media Marketing & Optimization (SMM)

<table>
<thead>
<tr>
<th>SOCIAL MEDIA OPTIMIZATION &amp; MARKETING</th>
<th>YOU TUBE MARKETING</th>
<th>FACEBOOK MARKETING</th>
<th>LINKEDIN</th>
<th>TWITTER MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of social media / Key terms to understand Social Media influences audience &amp; Google</td>
<td>Video optimization Promoting on YouTube Seo for Youtube Youtube Analytics ✓ SLIDESHARE ✓ PINTEREST ✓ INSTAGRAM</td>
<td>Create Marketing &amp; Advertising Promote Facebook pages Advertise on Facebook (PPC) Video, Branding, Lead Generation Campaign Creations &amp; AD’s Managing &amp; Promoting Ads Targeting the Right Audience In-page Analysis / Analytics</td>
<td>Marketing on LinkedIn Advertise on LinkedIn Using LinkedIn for business GOOGLE Business (Map) Using Google Business for Listing &amp; Local Marketing.</td>
<td>Using twitter for business</td>
</tr>
</tbody>
</table>

Module 3: GOOGLE ADWORDS with GOOGLE Certification (100% Guarantee)

<table>
<thead>
<tr>
<th>PPC TRAINING INTRODUCTION</th>
<th>WHAT IS QUALITY SCORE?</th>
<th>DISPLAY NETWORK CAMPAIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Pay per Click Marketing Importance &amp; 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- (ADL, EarthLink, Powered by Google, Site Search) SET-UP PPC CAMPAIGN PPC campaign Navigation</td>
<td>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 ‘Call to Action’/Cost/Conversion</td>
<td>(Creating Image/Video /Text/Flash Banner) Navigation through Menus Home/Campaigns/Opportunities/ Tools &amp; Analysis, Billing Account VIDEO MARKETING Learn to Give Ads on Youtube Videos, In-stream Video Marketing, Bumper Ads, Display Ads on Youtube 5 GOOGLE CERTIFICATIONS</td>
</tr>
</tbody>
</table>

2020 SYLLABUS

10 Certifications
### Module 4: Advanced Ads [MCC]

**MCC (My Client Centre), LINKING EXISTING ADWORDS WITH MCC:**
- Merchant Client Centre, Campaign Performance Reports.
- Large advertisers with more than one AdWords account.
- Third parties such as: Agencies, Search engine marketers (SEM),
- Automated bid managers (ABMs) HOW TO CREATE A MANAGER ACCOUNT, HOW TO LINK & UNLINK TO AN ADWORDS ACCOUNT OR MANAGER ACCOUNT. Inviting users to your account.

### Module 5: Remarketing/Conversion

**REMARKETING & Remarketing/Conversion with Adv. GOOGLE ADWORDS**
- Standard remarketing: Show ads to your past visitors, Display Network websites and use Display Network apps.
- Dynamic remarketing: Boost your results with DYNAMIC REMARKETING,
- Remarketing for mobile apps, Remarketing lists for search ads,
- Video Remarketing. HOW CONVERSION TRACKING works Website actions: Purchases, sign-ups, other actions that customers take,

### Module 6: 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 /Real-time Data DASHBOARD
  - Widgets / Customize dashboard
  - Date selection and comparison EXPORTING REPORTS/ EMAILING REPORTS
- **ADVERTISING ANALYTICS**
  - 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 7: MOBILE Marketing

**MOBILE MARKETING**
- Industry is booming. Specific, Measurable, Achievable, Realistic and Timely. Adwords UNIVERSAL APP 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 in App marketing, including branding, keywords, and competition.

### Module 8: Google AdSense

**Google AdSense - Monetization**
- Why is the internet biggest source of information? 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. LEARN TO MAKE MONEY VIA ADS with GOOGLE ADSENSE

### Module 9: 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.

### Module 10: ORM

**ONLINE REPUTATION MANAGEMENT**
- ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual’s or businesses. The 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 11: 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
- **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 12: 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
- 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
- “Click”. A visual format that is potentially viral. They take deep data and present it in a visual shorthand.

### Module 13 Digital Marketing Agency

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

### Module 14: CREATING A BLOG

**CREATING A BLOG**
- Responsive BLOG Themes which is Mobile, Tablet & Desktop Compatible. Add Categories, Posts and Comments.
- Easily build a blog on Google Blogger, Customizable, Mobile-ready designs and themes With hosting and support from Google.

### Module 15: 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. Why should you definitely use Media Buying for our business? Benefits and Advantages.

### Module 16: Creating WEBSITE

**Creating a WordPress Website for Online Presence**
- Personalize your brand, Customize your site, Have control over the look and feel of your website, from its domain name to its layout, No designing skills needed, Templates, Create a Professional Responsive & Mobile Website.
**Module 17: WEBINAR Marketing**

**WEBINAR MARKETING & BENEFITS**
Logistics, Direct interaction, launch feedbacks 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.

**Module 18: AFFILIATE Marketing**
Affiliate marketing is the process of earning a commission by promoting other people’s (or company’s) products. You find a product you like, promote it to others and earn a piece of the Profit for each sale that you make. At DMTI you will learn How to Earn commission from Amazon, Flipkart, Jabong, etc.

**Module 19: LEAD GENERATION**

**Module 20: Forum Ad Marketing**
Creating a Marketing Plan on Forums. Learn to Create Ads on Quora and target your relevant Audience with Keywords, Location and Topics. QUORA has just Launched a Marketing Campaign!

**Module 21: FREELANCING Techniques**
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

**Module 22: WHATSAPP Marketing**
How to Use WHATSAPP for BUSINESS, How to Sync your mobile and create Auto Messages via the platform. Creating personalised Business for auto generation and more.

**Module 23: LANDING Page Technique**

**Module 24: Top #1 Social Media Tool**
"GURANTEED" [Google Partner]
**GOOGLE Ads 3 Certification | CDMP Exam**
**GOOGLE ANALYTICS | ADMD Certification**

**Module 25: GOLD SUBSCRIPTION**
#1 TOOL Learn SOCIAL MEDIA MANAGEMENT SYSTEM Hootsuite Manage multiple networks and profiles & measure your campaign results.

**Module 26: Design Graphics**
Graphics effectively communicate, Visual representations of information. Create your own Graphic for clients & Social media. 2020 Graphics will Rule & are more appealing then text.

**Module 27: Influencer Marketing**
Learn Influencer Marketing aims to identify the people who act as influencers in your niche so you can approach them & promote your brand.

**Module 28: Content Writing Principle**
Writing Principles & Learn to Write Headlines for your Ads. How to increase your CTR using Content Writing skills. You will the Psychology behind Online Writing and Visitor Behaviour.

**Module 29: VIDEO Creation Pro-Tool**
Make beautiful videos online easily, how to make Bumper Ads Video movies, Promo ads, Property virtual tours, clips, music. Create Professional Quality Videos in a jiffy!

**Module 30: New Age Marketing**
LEARN BASICS OF DROPSHIPPING: Drop shipping is when a vendor fulfils orders from a third party and has them ship directly to the customer.

**ADMD COURSE IS IDEAL FOR:**
- MBA Marketing & Marketing heads
- Media Advertising Professionals
- Entrepreneurs, CEO | Job & Career Seekers
- Free-lancers, Bloggers & Web Designers
- Graduates, Undergraduates, HSC Students.

**Module Features:**
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DIPEN MASHRU : FOUNDER
LINKEDIN PROFILE

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<tr>
<th></th>
<th>ADMD ONLINE</th>
<th>ADMD CLASSROOM</th>
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<tbody>
<tr>
<td></td>
<td>Advanced Digital Marketing Diploma</td>
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<td>includes – 30 Modules</td>
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<tr>
<td>Module 1-30</td>
<td>Original Fees: 47,500 Special Rs.28,500 All Inclusive of 18% GST, Includes Notes, E-Books &amp; 10 Certifications, 80 Hours Live Training</td>
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</tr>
<tr>
<td>YOU PAY (ONLINE Course)</td>
<td>Limited Early Bird OFFER: Rs. 14,250 All Inclusive of 18% GST, Includes Notes, E-Books &amp; 10 Certifications</td>
<td>YOU PAY (Classroom Course) Limited Early Bird OFFER: Rs. 23,500 All Inclusive of 18% GST, Includes Notes, Printed Book &amp; 10 Certifications</td>
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