

PUNE | MUMBAI

# DESIGN A BRIGHTER FUTURE

SCHOOLOFDIGITALMARKETING.CO.IN

CALL TO  
KNOW MORE  
8698606666



**PREMIUM SCHOOL OF** <sup>TM</sup>  
**DIGITAL MARKETING**  
**GO DIGITAL**

Tilak Road | Pimple Saudagar | Viman Nagar | Kothrud-Karve Nagar | Mumbai (Mulund West) | Chembur | Ravet

# WHY WOULD YOU **CHOOSE US?**

- **Pioneer digital marketing institute**
- **Free Domain & Hosting for Individual**
- **Holds the best placement record**
- **Student Portal include videos, exams, notes & placement**
- **Training by Google certified industry experts**
- **Hands on practical provided**
- **Internship programs**
- **Career Guidance & Preparation**
- **Education Loan Facility Available**
- **Flexible Batch timings**
- **6 Months Membership**
- **Learning Experience**
- **Action speaks louder than word**
- **9 Certifications**



# 9 CERTIFICATES COVERED



## Analytics Certification

LEO TOHYAMA

is hereby awarded this certificate of achievement for the successful completion of the Google Analytics certification exam.



VALID UNTIL  
April 24, 2018



GOOGLE.COM/PARTNERS



## AdWords Certification

MARGOT DA CUNHA

is hereby awarded this certificate of achievement for the successful completion of the Google AdWords certification exams.



VALID THROUGH  
November 11, 2015



## AdWords Display Certification

YOUR NAME HERE

is hereby awarded this certificate of achievement for the successful completion of the Shopping certification exams.



VALID THROUGH  
January 19, 2016



## Mobile Advertising Certification

YOUR NAME HERE

is awarded this certificate for passing the AdWords Fundamentals and Mobile Advertising exams.



VALID THROUGH  
8 July, 2016



## Video Advertising Advanced Certification

ALI MASERRAT

is hereby awarded this certificate of achievement for the successful completion of the video advertising advanced certification exam.



VALID THROUGH  
12 October, 2015



## Shopping Advertising Certification

YOUR NAME HERE

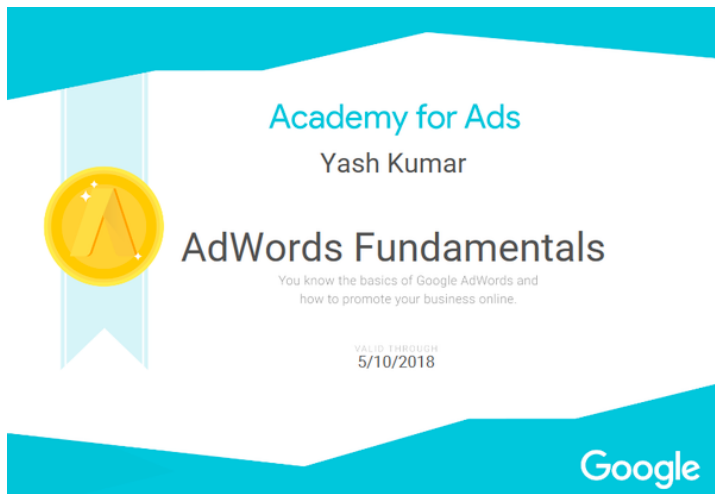
is hereby awarded this certificate of achievement for the successful completion of the Shopping certification exams.



VALID THROUGH  
January 19, 2016



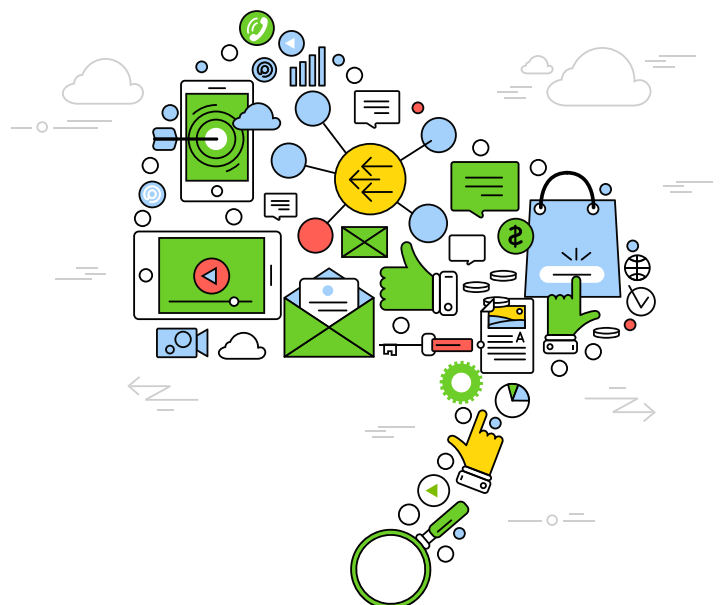
## 9 CERTIFICATES COVERED





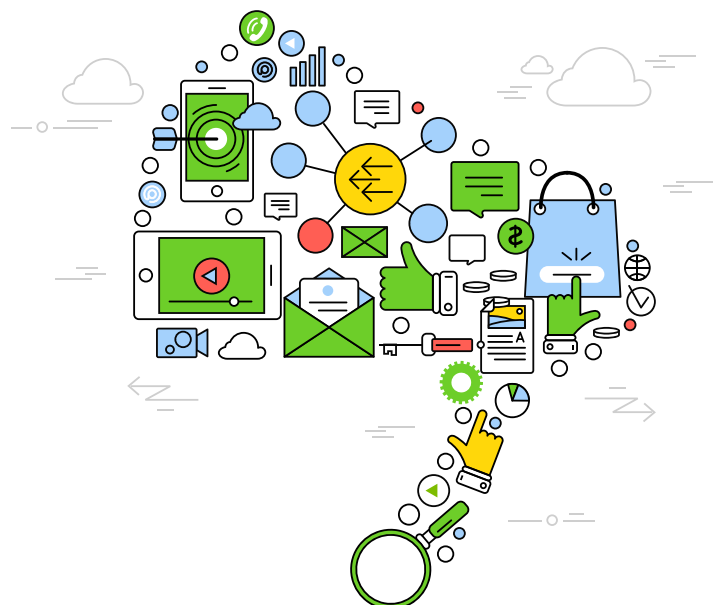
# Advanced digital marketing course

- ☐ Digital Marketing Overview
- ☐ Search Engine Optimization (SEO)
- ☐ Content Marketing
- ☐ Website Structuring
- ☐ Website Creation Using WordPress
- ☐ Blog Writing
- ☐ Google Analytics
- ☐ Understand Acquisition & Conversion
- ☐ Google Search Console
- ☐ Voice Search Optimization
- ☐ E Commerce SEO
- ☐ Google My Business• Local Listings
- ☐ Social Media Optimization
- ☐ Facebook Organic
- ☐ Twitter Organic
- ☐ LinkedIn Organic
- ☐ YouTube Organic
- ☐ Video SEO
- ☐ YouTube Monetization
- ☐ Social Media Tools
- ☐ Social Media Automation
- ☐ Facebook Ads
- ☐ Instagram Ads
- ☐ LinkedIn Ads
- ☐ YouTube Advertising
- ☐ Google PPC
- ☐ Search Ads/ Text Ads
- ☐ Image Ads
- ☐ Video Ads
- ☐ Discovery Ads



# Advanced digital marketing course

- ☐ Bidding Strategies in Google Ads
- ☐ Lead Generation for Business
- ☐ Conversion Tracking Tool
- ☐ Remarketing and Conversion
- ☐ Quora Marketing
- ☐ Growth Hacking Topic
- ☐ Introduction to Affiliate Marketing
- ☐ Introduction to Google AdSense
- ☐ Google Tag Manager
- ☐ Email Marketing
- ☐ SMS Marketing
- ☐ Media Buying
- ☐ What's App Marketing
- ☐ Influencer Marketing
- ☐ Freelancing Projects
- ☐ Online Reputation Management
- ☐ Resume Building
- ☐ Interview Preparation
- ☐ Client Pitch
- ☐ Graphic Designing- Canva



# Advanced digital marketing course content

## 1. DIGITAL MARKETING OVERVIEW

Under this, we covered topics such as what is digital marketing, digital marketing vs traditional marketing, latest digital marketing trends, strategies related to the various digital marketing platforms etc. will be taught. The purpose of this module is to give you an idea of what digital marketing actually is. It would give you an insight into the various aspects related to this field. Thus, get started with an overview before you move on to the advanced topics. A sort of warm-up before the actual workout !

## 2. SEARCH ENGINE OPTIMIZATION

- What are Search Engines and Basics?
- HTML Basics.
- On Page Optimization.
- Off Page Optimization.
- Essentials of good website designing & Much More.

## 3. CONTENT MARKETING

- Content Marketing Overview and Strategy
- Content Marketing Channels
- Creating Content
- Content Strategy & Challenges
- Image Marketing
- Video Marketing
- Measuring Results

## 4. WEBSITE STRUCTURING: DOMAIN & HOSTING

- What is Website?- Understanding website
- How to register Site & Hosting of site?
- Domain Extensions

# Advanced digital marketing course content

## 5. WEBSITE CREATION USING WORDPRESS:

- Web Page Creation
- WordPress Themes, Widgets, Plugins
- Contact Forms, Sliders, Elementor

## 6. BLOG WRITING

- Blogs Vs Website
- How to write blogs for website
- How to select topics for blog writing

## 7. GOOGLE ANALYTICS

- Introduction
- Navigating Google Analytics
- Sessions
- Users
- Traffic Source
- Content
- Real Time Visitors
- Bounce Rate%
- Customization
- Reports
- Actionable Insights
- Making Better Decisions

# Advanced digital marketing course content

## 8. UNDERSTANDING ACQUISITION & CONVERSION DATA

- Traffic Reports
- Events Tracking
- Customization Reports
- Actionable Insights
- Making Better Decisions
- Comparison Reports

## 9. GOOGLE SEARCH CONSOLE

- Website Performance
- Url Inspection
- Accelerated Mobile Pages
- Google index
- Crawl
- Security issues
- Search Analytics
- Links to your Site
- Internal Links
- Manual Actions

## 10. VOICE SEARCH OPTIMIZATION

- What is voice engine optimization?
- How do you implement voice search optimization?
- Why you should optimize your website for voice search?

## 11. E COMMERCE SEO

- Introduction to E commerce SEO
- What is e-commerce SEO?
- How Online Stores Can Drive Organic Traffic

## 12. GOOGLE MY BUSINESS: LOCAL LISTINGS

- What is Local SEO
- Importance of Local SEO
- Submission to Google My Business
- Completing the Profile
- Local SEO Ranking Signals
- Local SEO Negative Signals
- Citations and Local
- Submissions

## 13. SOCIAL MEDIA OPTIMIZATION

- What is Social Media?
- How social media help Business?
- Establishing your online identity.
- Engaging your Audience.
- How to use Groups ,Forums ,etc.

## 14. FACEBOOK ORGANIC

- How can Facebook be used to aid my business?
- Developing a useful Company / fan Page
- Establishing your online identity.
- Engaging your Audience, Types of posts, post scheduling
- How to create & use Groups
- Importance of Hashtags & how to use them

## 15. TWITTER ORGANIC

- Basic concepts – from setting-up optimally, creating a Twitter business existence,
- to advanced marketing procedures and strategies.
- How to use Twitter
- What are hashtags, Lists
- Twitter Tools
- Popular Twitter Campaigns

## 16. LINKEDIN ORGANIC

- Your Profile: Building quality connections & getting recommendations from others
- How to use Groups–drive traffic with news & discussions
- How to create LinkedIn Company Page & Showcase Page, Groups
- Engaging your Audience

## 17 . YOUTUBE ORGANIC

- How to create YouTube channel
- Youtube Keyword Research
- Publish a High Retention Video
- YouTube ranking factors
- YouTube Video Optimization



## ADVANCED DIGITAL MARKETING COURSE CONTENT

- Promote Your Video
- Use of playlists
- YouTube AdSense
- How to create Creator Studio in YouTube & Verify Your Channel
- Increase Your Profitability Through YouTube Channel
- Linking Google AdSense & YouTube AdSense

### 18. VIDEO SEO

- YouTube Keyword Research
- Publish a High Retention Video
- YouTube Ranking Factors
- YouTube Video Optimization

### 19. YOUTUBE MONETIZATION

- YouTube channel monetization policies
- How Does YouTube Monetization Work?
- YouTube monetization requirements

### 20. SOCIAL MEDIA TOOLS

- What are the main types of social media tools?
- Top Social Media Tools You Need to Use
- Tools used for Social Media Management

## 21. SOCIAL MEDIA AUTOMATION

- What is Social Media Automation?
- Social Media Automation/ Management Tool
- Buffer/ Hootsuite/ Postcron
- Setup Connection with Facebook, Twitter, Linkedin, Instagram, Etc.
- Add/ Remove Profiles in Tools
- Post Scheduling in Tools
- Performance Analysis

## 22. FACEBOOK ADVERTISING

- How to create Business Manager Accounts
- What is Account, Campaign, Ad Sets, Ad Copy
- How to Create Campaigns on Facebook
- What is Budget & Bidding
- Difference Between Reach & Impressions
- Different Objectives for campaigns
- Types of Ads, placements
- Facebook Retargeting

## 23. INSTAGRAM ADS

- Text Ads and Guidelines
- Image Ad Formats and Guidelines
- Landing Page Optimization
- Performance Metrics: CTR, Avg. Position, Search Term
- Report, Segment Data Analysis, Impression Shares
- AdWords Policies, Ad Extensions
- CPC, vCPM, ECPC, CPA, CPV Bidding

## 24. LINKEDIN ADS

- How to create Campaign Manager Account
- What is Account, Campaign Groups, Campaigns
- Objectives for Campaigns
- Bidding Strategies
- Detail Targeting
- Advanced Audience Targeting
- Ad Format
- Conversion Tracking

## 25. YOUTUBE ADVERTISING

- Learn how to rank your videos on YouTube and also learn how to monetize your ads on youtube videos.
- How to create YouTube channel
- Youtube Keyword Research
- Publish a High Retention Video
- YouTube ranking factors
- YouTube Video Optimization
- Promote Your Video
- Use of playlists

## 26. GOOGLE PPC

- Ad-Words Account Setup
- Creating Ad-Words Account
- Ad-Words Dash Board
- Billing in Ad-Words
- Creating First Campaign
- Understanding purpose of Campaign
- Account Limits in Ad-Words
- Location and Language Settings
- Networks and Devices
- Bidding and Budget
- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Ad groups and Keywords

## 27. SEARCH ADS/ TEXT ADS

- Text Ads and Guidelines
- Landing Page Optimization
- Performance Metrics: CTR, Avg. Position, Search Term
- Report, Segment Data Analysis, Impression Shares
- AdWords Policies, Ad Extensions

## 28. IMAGE ADS

- Image Ad Formats and Guidelines
- Targeting Methods: Keywords, Topics, Placement Targeting
- Performance Metrics: CPM, vCPM, Budget
- Report, Segment Data Analysis, Impression Shares
- Frequency Capping

## 29. VIDEO ADS

- How to Video Ads
- Types of Video Ads
- Skippable in stream ads
- Non-skippable in stream ads
- Bumper Ads
- How to link Google AdWords Account to YouTube Channel

## 30. DISCOVERY ADS

- What are Discovery Ads
- How to Create Discovery Ads
- Bidding Strategies
- How to track conversions

## 31. BIDDING STRATEGIES IN GOOGLE ADS

- Different Bidding Strategies in Google AdWords
- CPC bidding, CPM bidding, CPV bidding
- How to calculate CTR
- What are impressions, impression shares

## 32. LEAD GENERATION FOR BUSINESS

- Why Lead Generation Is Important?
- Understanding the Landing Page
- Understanding Thank You Page
- Landing Page Vs. Website
- Best Practices to Create Landing Page
- Best Practices to Create Thank You Page
- What Is A/B Testing?
- How to Do A/B Testing?
- Converting Leads into Sale
- Understanding Lead Funnel

## 33. CONVERSION TRACKING TOOL

- Introduction to Conversion Optimization
- Conversion Planning
- Landing Page Optimization

## 34. REMARKETING & CONVERSION:

- What is conversion
- Implementing conversion tracking
- Conversion tracking
- Remarketing in adwords
- Benefits of remarketing strategy
- Building remarketing list & custom targets
- Creating remarketing campaign

## 35. QUORA MARKETING

- How to Use Quora for Marketing
- Quora Marketing Strategy for Your Business

## 36. GROWTH HACKING

- Growth Hacking Basics
- Role of Growth Hacker
- Growth Hacking Case Studies
- Payments & Payouts
- Blogging

## 37. INTRODUCTION TO AFFILIATE MARKETING

- Understanding Affiliate Marketing
- Sources to Make money online
- Applying for an Affiliate

## 38. INTRODUCTION TO GOOGLE ADSENSE

- Basics of Google AdSense
- AdSense code installation
- Different types of Ads
- Increasing your profitability through AdSense
- Effective tips in placing video, image and text ads into your website correctly



## 39. GOOGLE TAG MANAGER

- Adding GTM to your website
- Configuring trigger & variables
- Set up AdWords conversion tracking
- Set up Google Analytics
- Set up Google Remarketing
- Set up LinkedIn Code

## 40. EMAIL MARKETING

- Introduction to Email Marketing basic.
- How does Email Marketing Works.
- Building an Email List.
- Creating Email Content.
- Optimising Email Campaign.
- CAN SPAM Act
- Email Marketing Best Practices

## 41. SMS MARKETING

- Setting up account for Bulk SMS
- Naming the Campaign & SMS
- SMS Content
- Character limits
- SMS Scheduling

## 42. MEDIA BUYING

- Advertising: Principles, Concepts and Management
- Media Planning

## 43. WHAT'S APP MARKETINGG

- Whatsapp Marketing Strategies
- Whatsapp Business Features
- Business Profile Setup
- Auto Replies

## 44. INFLUENCER MARKETING

- Major topics covered are, identifying the influencers, measuring them, and establishing a relationship with the influencer. A go through the influencer marketing case studies.

## 45. FREELANCING PROJECTS

- How to work as a freelancer
- Different websites for getting projects on Digital Marketing

## 46. ONLINE REPUTATION MANAGEMENT

- What Is ORM?
- Why We Need ORM
- Examples of ORM
- Case Study

## 47. RESUME BUILDING

- How to build resume for different job profiles
- Platforms for resume building
- Which points you should add in Digital Marketing Resume

## 48. INTERVIEW PREPARATION

- Dos and Don't for Your First Job Interview
- How to prepare for interview
- Commonly asked interview question & answers

## 49. CLIENT PITCH

- How to send quotation to the clients
- How to decide budget for campaign
- Quotation formats

## 50. GRAPHIC DESIGNING: CANVA

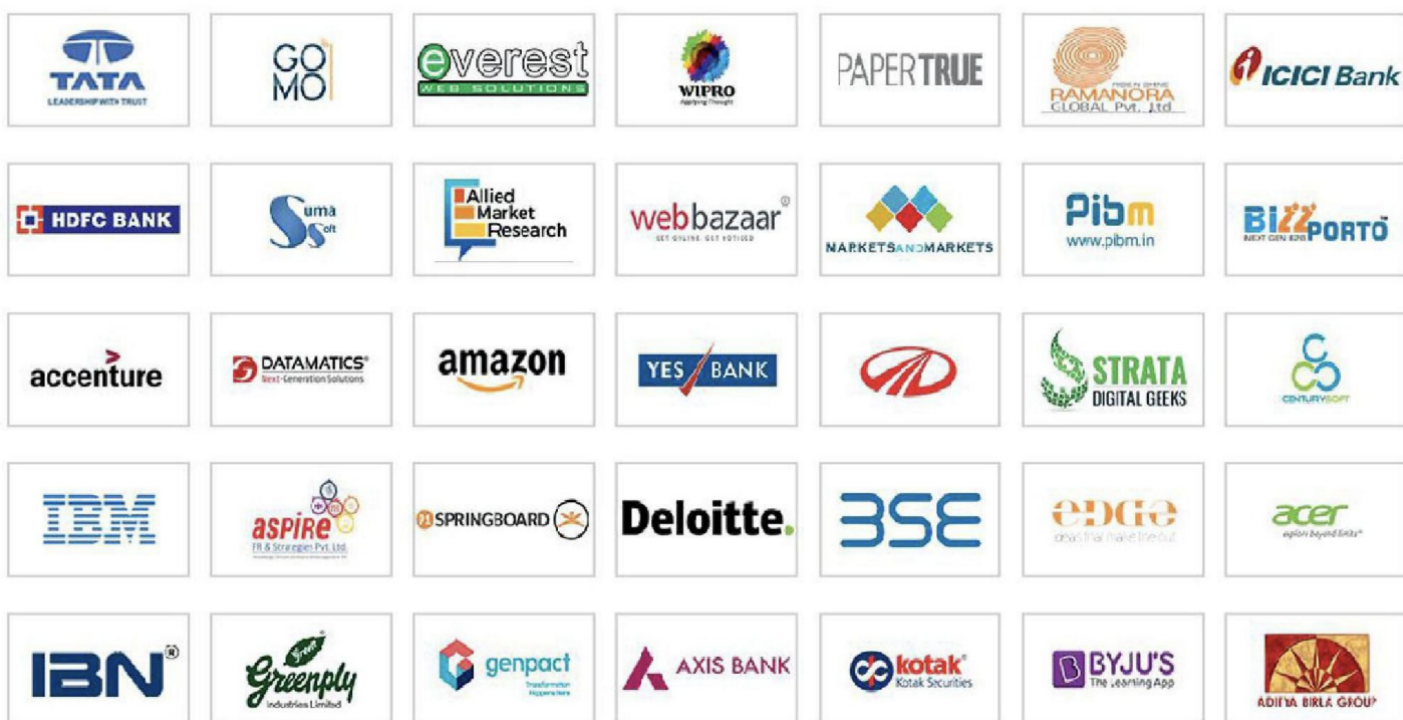
- How to create images using tools like Canva & PosterMyWall tools
- How to add effects to images

# ADVANCED DIGITAL MARKETING COURSE CONTENT

## 40 MUST KNOWN TOOLS YOU WILL LEARN IN CLASS



## OUR STUDENT WORK IN COMPANIES LIKE



**11<sup>+</sup>**  
**Years of**  
**Teaching Exp.**

**35<sup>+</sup>**  
**Corporate**  
**Trainings**

**20000<sup>+</sup>**  
**PLACED**

**15<sup>+</sup>**  
**Faculties**

**25000<sup>+</sup>**  
**Enrolled**



# OUR TEAM



**Rohit Shelwante**

Worked for IBM & Wipro.  
More than 10+ Years of Rich  
Experience in Digital Marketing



**Ashwani Paswan**

Ecommerce Specialist  
with JBK Technologies



**Swapnil Narake**

Deputy General Manager  
Marketing at Sahyadri  
Hospitals



**Gautam Sharma**

Digital Marketing  
Trainer



**Abhay Pandey**

Programmatic  
Specialist @ Google



**Smruti Walekar**

Digital Marketing  
Trainer



**Satyam Thakkar**

Digital Marketing  
Trainer



**Mahendra Patel**

Digital Marketing  
Trainer



**Hardik Daiya**

Programmatic  
Specialist @ Google



**Pankti Shah**

Digital Marketing  
Trainer



### **Tilak Road**

Office No. 201, 2nd Floor, Eiffel Square  
Building, Opposite Tilak Smarak  
Mandir, Tilak Road, Sadashiv Peth  
Pune, Maharashtra 411030  
Contact : +91 8698606666

### **Pimple Saudagar**

Spot 18 Office no.509, 5th Floor,  
Rahatani, Mana-mandir Society,  
Pimple Saudagar,  
Pimpri-Chinchwad -411027  
Contact : +91 8698606666

### **Viman Nagar**

Gate D, LG25 Office, East Court, Phoenix  
mall city, Viman Nagar, Pune.  
Contact : +91 8698606666

### **Kothrud-Karve Nagar**

Pyako Tower, 3rd Floor, Near  
Karve Putala, Pune 411038  
Contact : +91 8698606666

### **Mumbai (Mulund West)**

1st Floor, Above IDBI Bank, Well Worth  
Sc, Bodke Bldng Comp., N.S. road, M/C  
donald, Mulund West 400080  
Contact : +91 8907335555

### **Chembur**

RadhaSai Tutorials, Unit No.1, Central  
Avenue Rd, Next to Federal Bank,  
Mahadeo Wadi, Chembur(E),  
Mumbai-71  
Contact : +91 8907335555

### **Ravet**

Biz Blueberry Building, office no. 104,  
Above Axis Bank, D Y Patil college  
Road, Ravet, PCMC  
Contact : +91 8698606666



**schoolofdigitalmarketing.co.in**



**8698606666 | 8698606660 | 8698607371 | 8698603040**



[schoolofdigitalmarketing.co.in](http://schoolofdigitalmarketing.co.in)

**DESIGN A  
BRIGHTER  
FUTURE**

**CALL TO  
KNOW MORE  
8698606666**

