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TUPIN EDUCATION & TRAINING

Advanced Digital Marketing Program

Module1: Digital Marketing Landscape

Conceptual overview of marketing	Digital Marketing Mix
Introduction to digital Marketing	Understanding the digital Customer
How does digital fit into marketing	Digital Marketing Research
Differences between digital and traditional marketing	Digital Marketing Philosophies
Digital Media Landscape	Digital Marketing Processes
Digital media, Digital Business & Digital marketing	Introduction to web presence
Stakeholders in a digital world	Strategic Role of context
Digital models	Content, conversion and analytics in digital marketing
Strategic Objectives of Digital Marketing	Building blocks of digital marketing
	Digital Marketing Careers

Module 2: Web Development

Importance of a website in Digital marketing	Website Construction Considerations
Types of website	<ul style="list-style-type: none">• Information architecture & sitemaps
What is web development	<ul style="list-style-type: none">• Wireframe & Prototyping
Website Planning	<ul style="list-style-type: none">• Navigation planning
<ul style="list-style-type: none">• Business Objectives• User needs	<ul style="list-style-type: none">• Interaction Planning
Website Content	CMS Introduction & Overview
<ul style="list-style-type: none">• Customer Journey Mapping• Content Formats	<ul style="list-style-type: none">• Popular CMS packages
	WordPress
	<ul style="list-style-type: none">• Building a website using WordPress

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<ul style="list-style-type: none"> • Website Design & Process • Usability <ul style="list-style-type: none"> ○ Key terms and concepts ○ Core principles of UX design ○ Mobile UX ○ Step by step guide to UX Design ○ Tools of The Trade 	<ul style="list-style-type: none"> ○ Themes ○ Plugins <p>Mobile Consideration</p> <p>Website Testing</p> <p>Web Hosting Conceptual Overview</p> <p>Website Audit</p> <p>Analytics</p> <p>Website optimization Concepts</p>
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Module 3: Search Engine Optimization

<p>Introduction to Search</p> <ul style="list-style-type: none"> • Search Engine Basics • Ranking Factors <p>Power Search for SEO</p> <p>Keyword Research</p> <ul style="list-style-type: none"> • Keyword Research Theory • Traditional approaches Domain Expertise and Site Content Analysis • Keyword Research options • Keyword Research Data from Tools • Leveraging the long tail of keyword Demand • Trending, Seasonality & Fluctuations in Keyword Demand <p>On-Site Optimization</p> <ul style="list-style-type: none"> • Making the site accessible to search Engines • Optimizing the Site Information Architecture 	<ul style="list-style-type: none"> • Semantic Search & Google's Hummingbird • Schema.org • Google Authorship and Author Authority: • Google Knowledge Graph and the Knowledge Vault • Types of Content marketing campaigns • Building an Audience • Relationships and Outreach • Other ways to earn links • How Search Engines Fight Link Spam • Social Networking for Links • Social Media and SEO • Correlation between Social Signals and Google Rankings • What is the value of social signals? • User Engagement as a Measure of Search Quality 	<p>Local and Vertical SEO</p> <ul style="list-style-type: none"> • Optimizing for vertical search • Optimizing for Local Search • Optimizing for Image Search • Optimizing for Google Shopping Search • Optimizing for blog search • Optimizing for News Search Google News • Optimizing for Video / Multimedia search <p>Search Algorithms</p> <ul style="list-style-type: none"> • Diagnosing the Cause of Traffic Loss • Major Google Algorithms • Penalties • Recovery <p>SEO Strategy & Planning</p> <ul style="list-style-type: none"> • Advanced Methods of Planning and Evaluation • SMART Objectives • Creating an SEO Plan
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<ul style="list-style-type: none"> • Keyword Optimization • Content optimization • Duplicate Content Issues • Controlling Content with Cookies and Session IDs • Content Delivery and Search Spider Control • Redirect 	<ul style="list-style-type: none"> • Document Analysis • Optimizing User Experience to improve SEO 	Tracking & Measuring SEO performance <ul style="list-style-type: none"> • Measuring SEO traffic • Tying SEO to conversion & ROI: • Competitive and Diagnostic Search Metrics • Key Performance Indicators for Long Tail SEOs
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Module 4: Inbound Marketing

Introduction to Inbound Marketing Why Inbound Inbound Methodology- ACCD Essentials of an Effective Inbound Strategy What are the fundamentals of inbound success? What does inbound success look like? Inbound Marketing Audit Attract <ul style="list-style-type: none"> • Optimizing For Search • Creating Content with a Purpose • Fundamentals of Blogging • Amplifying Your Content with Social Media 	Convert <ul style="list-style-type: none"> • Calls to Action • Landing Pages • ThankYou Pages Close <ul style="list-style-type: none"> • Email Marketing • Smarketing • Inbound Sales Delight <ul style="list-style-type: none"> • Why customer delight is so important? • How to delight your customer? Measuring Inbound Performance Important Inbound Metrics
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Module 5: Conversion Optimization

Understanding Conversion Optimization Leveraging the three components of Conversion Optimization Setting Conversion Optimization Goals <ul style="list-style-type: none"> • Identifying Goals • Using Micro Conversions vs. Macro Conversions • Goal Ranking Understanding Target Audience	Creating Test Hypotheses Using the LIFT model Understanding the Hypothesis Structure Testing the Value Proposition Test Setup <ul style="list-style-type: none"> • Understanding Testing Technology • Selecting your test type: A/B vs MVT vs Split-path vs site-wide test • Selecting a Testing Tool • Creating Test variations
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<ul style="list-style-type: none"> • Understanding the Prospect's perception filter • Using Research Methods • Data Types • Using Segmentation to Create Relevance Prioritizing Testing Opportunities <ul style="list-style-type: none"> • Understanding and Prioritizing funnel stages • Prioritizing high-potential pages • Prioritizing high-importance pages • Prioritising high-ease pages • Creating PIE table 	<ul style="list-style-type: none"> • Combining Conversion Optimization with SEO Analyzing test results <ul style="list-style-type: none"> • Understanding testing- tool statistics • Gaining Insights from tests • Understanding Losing tests Key Tools, Tips, and Resources
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Module 6: Content Marketing

Introduction to Content Marketing Importance of Content Marketing Content Marketing Fundamentals Business Case for Content Marketing Content Marketing Strategy Journey Mapping Elements of Content Marketing Content Marketing Channels Content and SEO Content and PR Content and Advertising Content Marketing for Live Events	Content and Customer Service Content and Reputation Management User-Generated Content Content Distribution and Dissemination Content Audit Analyzing Content Needs The Content Workflow Content Marketing Process Content Marketing Plan Metrics & Measurement Content Marketing Tools Content Marketing and ROI
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Module 7: Web & Google Analytics

Introduction to Web Analytics Key Performance Indicators & Analytics Techniques Segmentation Actionable Web Analytics Reporting Web Data Analysis Guide	Google Analytics <ul style="list-style-type: none"> • How Google Analytics Works • Interface Features • Reports • Some of the most popular reports are: • Audience • Acquisition:
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Qualitative Research Experimentation and Testing Competitive Intelligence Analysis Multi-Channel Analytics Dashboards Industry Models, Complex Measurement and Approaches Social Media Analytics	<ul style="list-style-type: none"> • Campaign Tracking • Behavior • Conversions • Multi-Channel Funnels • Advanced Interface feature • Goals • Configuration Options • Using Reports • Model for Successful Analysis • Advanced Options • Tracking Introduction to Google Tag Manager
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Module 8: Mobile Marketing

Introduction to Mobile Advantages of Mobile Mobile and the Age of Context The Mobile Customer The Smartphone Revolution Rise of Hyper Local and Its Implications Content Consideration for Mobile Mobile Marketing Landscape Mobile Optimized Websites Mobile Search	Messaging Mobile Social Media Mobile Advertising Marketing through Mobile Apps Mobile Commerce Hyper Local Marketing The Future of Mobile Mobile Marketing Strategy Tools & Resources
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Module 9: Online Reputation Management

Introduction to Online Reputation Management Redefining Reputation Reputational Risk and Opportunities Understanding Threats to Online Reputation Developing an Online Reputation Management Strategy Identifying Corporate Personality	Understanding Audiences Achieving Messaging Consistency Incident Management Crisis Management Building Communities of Interest Communication via Social Media Measurement Reputation and the Bottom Business Line
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Module 10: Search Engine Marketing

Introduction to Online Advertising Online advertising concepts Online Advertising Ecosystem Search Engine Marketing Auctions and the Development of Paid Search Advertising Display Advertising and the advent of Ad Networks <ul style="list-style-type: none">• Google Adwords• Bing Ads Real-Time Bidding and the transformation of online Advertising How Real-Time Bidding Works: Introduction to programmatic Advertising Ad-Tech Advertising with Google Adwords	Benefits of Google Adwords <ul style="list-style-type: none">• Account Structure• Developing a Google Adwords Campaign• Model for Successful Online Advertising• Display Campaigns• Campaign Settings• Campaign Setup Options• Mobile Advertising• Video Advertising• Shopping Campaign• Google Adwords Reporting• Analytics Integration• Optimization Techniques
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Module 11: Digital Marketing Strategy

Integrated Digital Marketing Strategy Where we are: Situation Analysis <ul style="list-style-type: none">• Audience Analysis• Benchmarking• Partner Analysis• SWOT Where we want to be: Goal Setting <ul style="list-style-type: none">• Framework for Objective Setting How can we get there: Strategy Formulation <ul style="list-style-type: none">• Strategies & Strategic decisions	What will it entail: Implementation Planning How will we know if we succeeded: KPI Selection and Control Mechanisms Where will it require: Resource Planning and Allocation Can we do it better?: Optimization Planning Bring it all together <ul style="list-style-type: none">• Integrated digital marketing plan
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Module 12 & 13 : Social Media Marketing & YouTube Marketing

Introduction to Social Media Marketing Business case for Social Media Introduction to Social Media Platforms Platforms focus Facebook <ul style="list-style-type: none"> Platform Overview & Features Facebook for Networking Facebook for Business Content Strategy: Facebook Advertising Power Editor Facebook Analytics Twitter <ul style="list-style-type: none"> Platform Overview and Features Twitter For Networking Twitter for Business Content strategy for Twitter Advertising on Twitter Twitter Analytics 	LinkedIn <ul style="list-style-type: none"> LinkedIn For Professionals LinkedIn for Business Advertising on LinkedIn Content Strategy for LinkedIn LinkedIn Metrics Google+ <ul style="list-style-type: none"> Platform Overview & Features Advantages of Google Ecosystem Advertising on Google+ Google+ Analytics YouTube <ul style="list-style-type: none"> Platform Overview and Features Video Marketing Concepts Advertising on YouTube with Google Adwords YouTube Analytics Best Practices 	Pinterest <ul style="list-style-type: none"> Platform Overview & Features Using Pinterest in your Social Media Marketing Mix Content Strategy for Pinterest Using Pinterest to drive sales Social Media Strategy & Planning <ul style="list-style-type: none"> Situating Social in Digital Creating an effective Social Media Strategy Identifying KPI Putting Together A Social Media Marketing Plan Measuring Performance of Social Media Social Media ROI
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Module 14: E-Commerce Marketing

Introduction to E-Commerce E-Commerce Foundation Principles Ecommerce Project Essentials Legal Considerations for Selling Online Multi-Channel Considerations Planning for E-Commerce Website	Shopping Advertising with Google Adwords Landing Pages Testing & Conversion Optimization Content Marketing for Ecommerce Ecommerce and Social Media Affiliate and Partner Marketing
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Key Elements of an E-Commerce website Pre-Launch Testing Ecommerce Marketing SEO for Ecommerce	eCRM for Ecommerce Ecommerce Analytics Tools & Resources
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Module: 15 & 16 (Google AdSense, Affiliate Marketing)

Blogging & AdSense <ul style="list-style-type: none"> • Introduction to Blogging • Basics of Effective Content creation • Niche V/S Mass • Setting up your own blog • Tips , Tricks & Tools • Introduction to Google AdSense • Blogger to publisher • Is your blog AdSense ready? • Qualifying and signing up for AdSense • Google AdSense policies • Various form of Google AdSense • Optimizing for AdSense • Principles of Ad and Keyword Placement 	<ul style="list-style-type: none"> • AdSense Analytics • Important tips and tricks Affiliate Marketing <ul style="list-style-type: none"> • Introduction • How Affiliate Marketing Works • Types of Affiliate Marketing • Opportunities • Best Practices • Major Affiliate Networks and Their Best practices <ul style="list-style-type: none"> ○ Amazon ○ Rakuten ○ EBay ○ Click Bank Affiliate Marketing Tools
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Module: 17& 18 (Adobe Photoshop & HTML basics)

Adobe Photoshop Fundamentals HTML Fundamentals

Module: SEO Tools

SEO Tools Google Webmaster Training Other SEO tools such as Alexa and WooRank

Module 20: Email Marketing

Introduction to Email Marketing Foundations of Email Marketing Importance of Email Marketing Email Types Understanding the Economic Impact of Email Permission Marketing & its benefits Permission types Email Marketing Tools Deliverability <ul style="list-style-type: none">• Filtering, Bouncing and Blocking• Non-Technical issue• Technical Issues List Building & Profiling On boarding & Welcome Emails Persuasive Email Design and Body Content Tracking <ul style="list-style-type: none">• Why Tracking is important• How Email Tracking Works	Seasonality Targeting & Personalization Inactivity Landing Pages Quality Assurance & Disaster Planning Unsubscribe Process Testing & Measurement Feedback <ul style="list-style-type: none">• Benefits of Subscriber Feedback• Asking the Right Questions• Four Key Places to Collect Feedback Strategic Perspective on Email Marketing <ul style="list-style-type: none">• Subscriber Lifecycle• Permission & List Growth• Inbox Placement• Relevance• Rendering• Email Frequency
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Module 21: Black Hat Fundamentals

Black HAT SEO Orientation Black Hat Techniques (6+ techniques)



SEO with Technical Support Training

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Module 1:

Entrepreneurship Essentials

- Business Essentials
- Setting up Entrepreneurship

Module 2:

Digital Marketing Strategy for Entrepreneurship

- Goal Setting
- Funneling for lead generation
- Micro & Macro conversion

Module 3:

Digital Marketing Techniques for Entrepreneurship

- SEO
- SEM
- SMO & SMM

Module 4:

Technical Support Business for Entrepreneurs

- Black Hat Techniques for SEO
- Technical Support essentials
- HTML, DHTML, Practical

Module 5:

Web Analytics for Entrepreneurs

- Google Analytics
- Facebook Insights
- Twitter Analytics

Module 6:

Reports & Tools in Digital Marketing

Course Eligibility:

Any fresher individuals or experienced person who want to build their career in Entrepreneurship & setting their own digital marketing agency.

Course Features:

Training by experienced & industry experts who already have worked in the given role, so delivering right set of training tips & tricks as well in the course.

Course Support:

Trainees are supported by providing supplementary materials such as presentations so that they can revisit the classes attended by them.

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