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DIGITAL BRANDING



THE FUTURE IS DIGITAL MEDIA



Program Details

Digital Branding is the communication of a brand on digital media channels connecting all digital personal devices like mobiles, tablets, laptops, etc.. The advantage is that organizations can position and manage their brands directly and interactively to their target customers.

Digital Branding involves the creation and distribution of digital content specific to needs of the target customers facilitating an increase in brand engagement. Leapfrog offers Training, Development and consultancy in digital content creation and distribution suiting the needs of our customers. Our design, programming and certified training experts are ready to offer solutions meeting your needs. Our classroom and online training facilitates you to learn tools and techniques giving you the required insights and allowing you to create projects with ease thus becoming an expert.

Who Should Attend:

- Students with management, engineering, degree, intermediate background can attend this course
- Individuals or beginners seeking career opportunities in the marketing domain can join in this course
- Affiliate marketers who want to use digital media to improve their business performance can attend this course
- Professionals who seek to improve the performance of their digital marketing campaigns.
- House Wives can also spend time to attend the digital Marketing to market their sites

Curriculum:

Search Engine Optimisation (SEO)

Introduction to Online Search
Understanding How Search Engines Work
Understanding Google Page Rank
Introduction to Search Engine Optimisation
How to Build an Accessible Site?
Keyword Research and Optimisation
Link Building Strategies
Useful Tools for SEO
The Past, Present and Future of SEO

Analytics

Analytics 101
Web Analytics and Intelligence Tools
Basic Metrics Demystified
Introduction to Google Analytics
Goals and Actionable Insights
Data Management
Social Media Analytics
Social Media Goals and KPI's
Tools for Social Media Analytics

Search Engine Marketing (SEM)

Introduction to Internet and Search Engine Marketing
Getting Started with Google Adwords
Adwords Account Structure
Navigating in Google Adwords
Working with Keywords
Creating Ads in Google Adwords
Creating and Managing your First Ad Campaign
Adwords Reporting and Account Performance Reports
Enhanced Campaign

Online Reputation Management (ORM)

What is ORM ?
Need and Benefits of ORM o Module
Case Studies
Getting Started with ORM
Building it right and tools required

Social Media Marketing (SMM)

Beginners Guide to the World of SMM
Why Social Media ?
Getting Started with Social Media
Building Relationships via Facebook
Building Relationships via Twitter
Building Relationships via LinkedIn
Marketing through YouTube
Handling Positive and Negative Comments
Social Media Content Base Creation
Who is Doing it Right?

DIGITAL BRANDING

Corporate Identity

Branding Designs

Creatives Making

Web Page Management

Digital Brand Strategy

Branding in Social Media

Brand Engagement

Reputation Management Strategy

DESIGNING

Photoshop

Illustrator

Flash

HTML & CSS

Dreamweaver



SCHOOL OF DIGITAL MEDIA

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