



DIGITAL MARKETING



THE FUTURE IS DIGITAL MEDIA

Program Details

The Digital Marketing Professional Program offers students a fresh perspective in online marketing in the global scenario. The course aims to provide students a thorough understanding of digital marketing concepts with the help of live projects, case studies and world class training methods.

Highlights:

- 30 hours program spanning 1 hours of learning engagement every day
- Classroom training from expert faculty who have more than 15 yrs of experience
- Live projects for hands-on learning
- Placement assistance on successful completion of the program

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

Course Outcome:

Upon completion of this course students will be able to

- Gain a fresh perspective on digital marketing in a global scenarios
- Develop a multichannel strategy that delivers on your marketing to meet ur goals
- Create digital brand building initiatives that work on global scenarios
- Drive change and foster innovation with in your organization and other organization as well
- Integrate new online marketing techniques into your strategic digital marketing plan
- Discuss key stages in online development using relevant business models

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



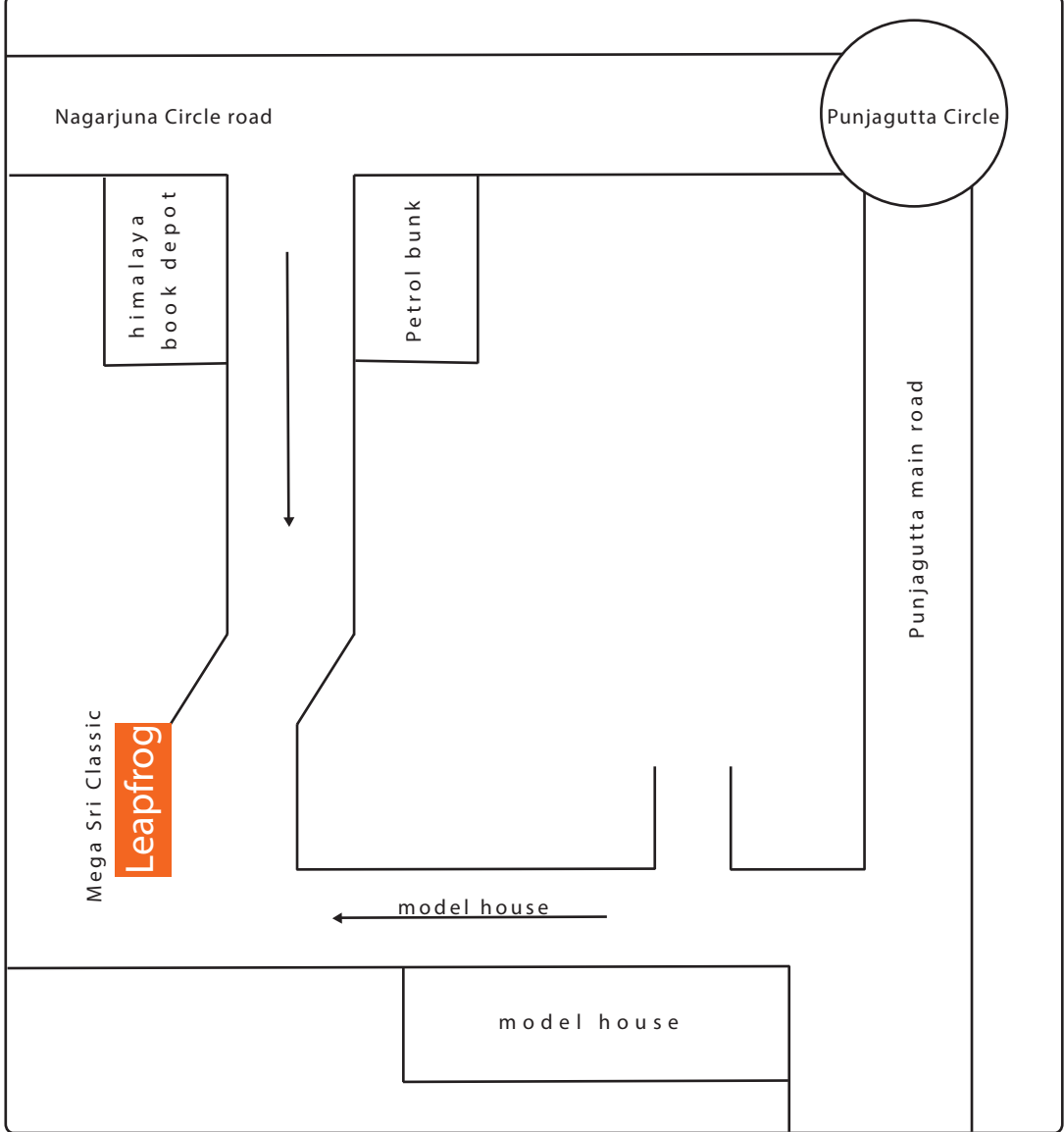
Online Reputation Management (ORM)

- 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?



SCHOOL OF DIGITAL MEDIA

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