EXECUTIVE PROGRAMME IN

DIGITAL MARKETING

Future of Digital Marketing – Key Insights

- Rapid industry growth with millions of new job opportunities and strong job security
- Wide range of in-demand roles like SEO specialist, social media manager, content strategist, PPC manager, and data analyst
- Transferable skills allowing easy entry from various backgrounds and career flexibility
- Competitive salaries and freelance opportunities offering autonomy and remote work options
- Emerging technology integration (AI, data analytics) ensuring innovative and future-proof careers
- Real-world success stories showing increased income and flexible work lifestyles
- Importance of certifications, live projects, and continuous learning for better job prospects
- Combines creativity, technology, and flexibility, appealing to students seeking dynamic and rewarding careers

Read more >>
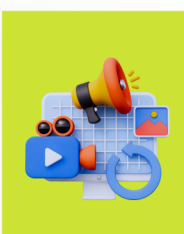
About Us

"At MK Digitalmare, we take pride in our journey of six successful years in the dynamic world of digital marketing. As we enter our 7th year, we stand as a testament to consistency, innovation, and results-driven strategies.

Our growth reflects not just our expertise but also the trust of our clients who believed in our vision and partnered with us to transform their digital presence. For those who are just discovering us, MK Digitalmare isn't just a digital marketing agency; it's a growth partner. We work closely with brands to understand their goals and design tailored digital strategies that lead, influence, and convert. Whether you're a startup finding your space or an established business aiming to scale, we bring the tools, techniques, and passion to help you lead in the digital landscape.

PROGRAM STRUCTURE

👍 Introduction to Digital Marketing

👍 Website Planning & Development – (Word Press)

👍 Blogging – Main Topics

👍 Content Marketing – Main Topics

👍 Graphic Designing – Main Topics

👍 Search Engine Marketing (SEM) – Full Topics

👍 Search Engine Optimisation (SEO) – Full Topics

👍 Social Media Optimisation (SMO) – Full Topics

👍 Social Media Marketing (SMM) – Full Topics

👍 Google Analytics – Full Topics

👍 Google Tag Manager – Full Topics

👍 Lead Generation – Full Topics

👍 Email Marketing – Full Topics

👍 SMS/WhatsApp Marketing – Full Topics

👍 Video Marketing – Full Topics

PROGRAMME SCHEDULE

Session Time	9:30 AM to 11:00 AM
Class Frequency	15
Class Duration	1 hr 30 min
Course Duration	45 (working Days)

ELIGIBILITY CRITERIA

Graduates (10+2+3) in any discipline from a recognized University / Institute with minimum 50% aggregate marks

Course Highlights

➤ 100% Job Guidance

➤ Skill Development Certification

➤ Excellence Scholarship Opportunities

➤ Mock Interviews

➤ Live Projects & Real-Time Campaigns

➤ Learn from Industry-Experienced Trainers

MKDIGITALMARE.COM/TRANING/

5 Big Benifits: of Learning Digital Marketing – Which One Will You Grab First?

Career Growth Benefits

Business Growth Benefits

Financial Benefits

Flexibility & Work-Life Benefits

Personal Branding & Networking Benefits

Module 1: Introduction to Digital Marketing

1.1 Basics

- What is Digital Marketing?
- Traditional Marketing vs Digital Marketing
- Advantages & Challenges
- Digital Marketing Ecosystem

1.2 Digital Marketing Channels

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Content Marketing
- Email Marketing
- Influencer Marketing
- Affiliate Marketing

1.3 Career Opportunities

- Job Roles in Digital Marketing
- Freelancing in Digital Marketing
- Starting Your Own Agency

Module 2: Website Planning & Development – (Word Press)

1. Introduction to Websites
2. Types of Websites
3. Domain Names
4. Web Hosting
5. Installation, Basic settings, Themes, Plugins.
6. Website Purpose & Target Audience
7. Website Structure & Architecture
8. Website Layout & Design
9. Content Planning
10. Website Development Platforms (CMS & Custom)
11. Landing Page Design
12. Website Functionality
13. Website Performance & Optimization
14. Website Security
15. SEO for Website Development
16. Website Analytics & Tracking
17. Website Launch Process
18. Website Maintenance
19. Website Backup

Module 3: Blogging – Main Topics

1. Introduction to Blogging

- Definition of a blog & its purpose
- Benefits of blogging for individuals & businesses
- Difference between a blog and a website
- Role of blogging in digital marketing & SEO

2. Types of Blogs

- Personal blogs
- Business/Corporate blogs
- Niche blogs (travel, food, fashion, tech, Real Estate. etc.)
- News & magazine-style blogs
- Affiliate & review blogs

3. Blog Strategy & Planning

- Choosing your blog niche
- Identifying your target audience
- Setting goals for your blog (traffic, leads, sales)
- Competitor analysis for blogging

Module 3: Blogging – Main Topics

4. Content Planning

- Keyword research for blog topics
- Creating a content calendar
- Deciding blog post frequency
- Seasonal & evergreen content ideas

5. Writing a Blog Post

- Blog post structure: Headline → Introduction → Body → Conclusion → CTA
- Writing engaging and valuable content
- Using headings, subheadings, and bullet points for readability
- Storytelling in blog writing
- Maintaining tone & voice

6. On-Page SEO for Blogs

- Optimizing blog titles & meta descriptions
- Using keywords naturally in content
- Internal & external linking
- Image optimization (alt text, size)
- URL structure for blogs

Module 3: Blogging – Main Topics

7. Visuals & Media in Blogging

- Using relevant images, infographics, and videos
- Creating blog banners & featured images
- Embedding YouTube videos, podcasts, or GIFs

8. Blogging Platforms & Tools

- WordPress (self-hosted & WordPress.com)
- Blogger
- Medium
- Wix & Squarespace blogging tools
- Grammarly, Hemingway Editor for writing improvement

9. Promoting Your Blog

- Sharing on social media platforms
- Email marketing for blog updates
- Guest posting & backlinks
- Collaborations & influencer outreach

10. Monetization of Blogs

- Google AdSense
- Affiliate marketing
- Sponsored posts & brand partnerships
- Selling your own products or services
- Subscription & membership models

11. Blog Analytics

- Using Google Analytics to track blog performance
- Monitoring traffic sources & user behaviour
- Measuring engagement & bounce rate
- Identifying top-performing content

12. Best Practices for Blogging

- Consistency in publishing
- Writing for the audience, not just search engines
- Keeping content updated
- Following copyright laws for images & text

Module 3: Content Marketing – Main Topics

1. Introduction to Content Marketing
2. Content Marketing Strategy
3. Understanding Target Audience & Buyer Personal
4. Types of Content
   - Blogs
   - Videos
   - Infographics
   - Podcasts
   - Case Studies
   - Social Media Content
5. Content Planning & Calendar
6. SEO Content Writing Basics
7. Content Distribution Channels
8. Storytelling in Marketing
9. Copywriting Principles
10. Content vs Copywriting
11. Visual Content Creation
12. Tools for Content Marketing with AI tools also.

   Ex: Google Docs, Grammarly, ChatGPT (by OpenAI), Copy.ai, Gemini AI.

13. Measuring Content Performance (Analytics & KPIs)
14. Repurposing Content
15. Trends in Content Marketing
16. Uses of Content Marketing

Module 4: Graphic Designing – Main Topics

1. Introduction to Graphic Designing

- Definition & importance of graphic design
- Role of graphic design in digital marketing
- Difference between digital & print design

2. Elements of Design

- Lines, shapes & forms
- Colours & colour psychology
- Typography (fonts & text styles)
- Textures & patterns
- Images & illustrations

3. Typography

- Font types (serif, sans-serif, script, display)
- Choosing the right fonts for branding
- Font pairing techniques
- Readability & legibility in design

4. Graphic Design Tools

- Canva
- Adobe Express
- Figma
- Pixlr Editor

Module 4: Graphic Designing – Main Topics

5. Branding & Visual Identity

- Logo design basics
- Brand colour palette
- Brand typography selection

6. Designing for Digital Marketing

- Social media post design (Instagram, Facebook, LinkedIn, YouTube thumbnails)
- Banner ads & website graphics
- Email newsletter graphics
- Infographics design
- Presentation & pitch deck design

7. Image Editing & Manipulation

- Cropping, resizing, and image adjustments
- Background removal techniques
- Adding filters & effects
- Retouching and colour correction

8. File Formats & Exporting

- Keeping designs simple & clear
- Ensuring brand consistency
- Making designs mobile-friendly
- Following current design trends

Module 5: Search Engine Marketing (SEM) – Full Topics

1. Introduction to SEM
- What is SEM?
- Difference Between SEO & SEM
- Importance of Paid Search Marketing
- Search Engine Marketing Platforms
  - Google Ads
  - Microsoft Ads (Bing)

2. Google Ads Overview
- Google Ads Account Structure
  - Campaigns
  - Ad Groups
  - Ads
  - Keywords
- Google Ads Auction System
- Ad Rank & Quality Score

3. Types of Google Ads Campaigns

- **Search Ads** – Text-based ads on Google search results
- **Display Ads** – Banner/image ads on partner websites
- **Shopping Ads** – Product ads for e-commerce
- **Video Ads** – YouTube advertising
- **App Promotion Ads** – For mobile app installs & engagement
- **Smart Campaigns** – Automated ad campaigns
- **Performance Max** – AI ad campaigns.

Module 5: Search Engine Marketing (SEM) – Full Topics

4. Keyword Research & Targeting

- Keyword Types
    - Broad Match
    - Phrase Match
    - Exact Match
    - Negative Keywords
- Keyword Research Tools (Google Keyword Planner, SEMrush, Ahrefs)
- Competitor Keyword Analysis

5. Targeting Options

- Location Targeting (Country, City, Radius)
- Language Targeting
- Device Targeting (Mobile, Desktop, Tablet)
- Audience Targeting
    - Affinity Audiences
    - In-Market Audiences
    - Remarketing Audiences

6. Bidding Strategies

- Manual CPC (Cost Per Click)
- Enhanced CPC
- Target CPA (Cost Per Acquisition)
- Target ROAS (Return on Ad Spend)
- Maximize Conversions
- Maximize Clicks

7. Creating Effective Ads

- Ad Copywriting Best Practices
- Components of a Search Ad
  - Headlines
  - Descriptions
  - Display URL
- Ad Extensions
  - Sitelink Extensions
  - Callout Extensions
  - Call Extensions
  - Location Extensions
  - Price Extensions

8. Landing Page Optimization

- Relevance to Ad Copy
- Mobile Friendliness
- Loading Speed Optimization
- Clear Call-to-Action (CTA)
- A/B Testing Landing Pages

9. Remarketing Campaigns

- What is Remarketing?
- Dynamic Remarketing
- Setting Up Remarketing Lists in Google Ads
- Display & YouTube Remarketing

Module 5: Search Engine Marketing (SEM) – Full Topics

10. Conversion Tracking & Analytics

- Setting Up Conversion Tracking in Google Ads
- Linking Google Ads with Google Analytics
- Measuring Click-Through Rate (CTR)
- Measuring Conversion Rate (CVR)
- Analysing Cost Per Conversion

11. Budget Management

- Daily Budget vs. Campaign Budget
- Allocating Budget Across Campaigns
- ROI (Return on Investment) Tracking

12. Campaign Optimization

- Keyword Optimization
- Ad Copy Testing
- Bid Adjustments
- Device & Location Adjustments
- Search Terms Report Analysis

13. Tools for SEM

- Google Ads Keyword Planner
- SEMrush
- Spy Fu
- Optimizer

Module 6: Search Engine Optimisation (SEO) – Full Topics

1. Introduction to SEO

- What is SEO?
- Importance of SEO in Digital Marketing
- Difference Between SEO, SEM & SMM
- How Search Engines Work
  - Crawling
  - Indexing
  - Ranking
- Google Algorithm Basics (Panda, Penguin, Hummingbird, Rank Brain, BERT)

2. Types of SEO

- On-Page SEO
- Off-Page SEO
- Technical SEO
- Local SEO

3. Keyword Research

- What are Keywords?
- Types of Keywords:
  - Short-Tail Keywords
  - Long-Tail Keywords
  - LSI (Latent Semantic Indexing) Keywords
  - Branded & Non-Branded Keywords
- Keyword Research Process
- Competitor Keyword Analysis

4. On-Page SEO

- Title Tag Optimization
- Meta Description Writing
- Header Tags (H1, H2, H3)
- Keyword Placement & Density
- Image Optimization (Alt Tags, File Size)
- Internal Linking / External Linking
- URL Structure Optimization
- Content Optimization (SEO-Friendly Writing)
- Mobile-Friendly & Responsive Design
- Schema Markup / Structured Data

5. Off-Page SEO

- Do follow / No follow Links
- Backlink Building Strategies
    - Guest Blogging
    - Forum Posting
    - Social Bookmarking
    - Directory Submission
    - Article Submission
    - Press Releases
- Influencer Outreach
- Social Media Signals

6. Technical SEO

- Website Speed Optimization
  - Image Compression
  - Minifying CSS, JS, HTML
  - Using CDN
- Mobile Optimization
- HTTPS & SSL Certificate
- Robots.txt Optimization
- XML Sitemap Creation & Submission
- Canonical Tags
- Fixing Crawl Errors (Google Search Console)
- Pagination & Duplicate Content Fixes

7. Local SEO

- Google Business Profile Setup & Optimization
- NAP Consistency (Name, Address, Phone)
- Local Citations
- Customer Reviews & Ratings Management
- Local Keyword Targeting
- Google Maps Optimization

8. E-commerce SEO

- Optimizing Product Titles & Descriptions
- Product Image SEO
- Category Page Optimization
- Rich Snippets for Products
- Site Search Optimization
- Customer Review Optimization

9. Content & SEO

- Content Marketing for SEO
- Blog Optimization
- Evergreen vs. Trending Content
- Optimizing for Featured Snippets
- Video SEO & YouTube SEO

10. SEO Tools

- Google Search Console
- Google Analytics
- SEMrush
- Ahrefs
- Moz
- Screaming Frog SEO Spider
- Yoast SEO / Rank Math (WordPress Plugins)

11. SEO Tracking & Reporting

- SEO Auditing
- Tracking Keyword Rankings
- Measuring Organic Traffic
- Analysing Bounce Rate
- SEO KPI Tracking
- Monthly SEO Reports

12. SEO Updates & Best Practices

- Google Algorithm Updates Monitoring
- White Hat SEO vs. Black Hat SEO vs. Grey Hat SEO
- SEO Myths & Misconceptions
- Voice Search Optimization
- AI & SEO Future Trends

Module 7: Social Media Optimisation (SMO) – Full Topics

1. Introduction to SMO

- What is Social Media Optimisation?
- Difference Between SMO, SMM & SEO
- Importance of SMO in Digital Marketing
- Benefits of SMO for Businesses
- SMO vs. Paid Social Media Marketing

2. Social Media Platforms Overview

- Facebook
- Instagram
- LinkedIn
- Twitter (X)
- Pinterest
- YouTube
- TikTok (if applicable)

3. Social Media Profile Optimization

- Choosing the Right Platform for Business
- Profile Name & Username Selection
- Profile Picture & Cover Image Best Practices
- About/Bio Optimization with Keywords
- Adding Website Links & Contact Information
- Consistent Branding Across All Platforms

4. Social Media Content Optimization

- Content Types:
  - Images
  - Videos
  - Reels/Shorts
  - Stories
  - Carousels
  - GIFs & Memes
- Content Dimensions & Formats for Each Platform
- Hashtag Research & Optimization
- Caption Writing Best Practices
- Keyword Placement in Social Media Posts & Using Emojis for Engagement

5. Posting Strategy & Scheduling

- Best Times to Post on Each Platform
- Posting Frequency for Maximum Reach
- Content Calendar Creation
- Using Scheduling Tools (Buffer, Hootsuite, Later, Creator Studio)

6. Engagement Optimization

- Responding to Comments & Messages Quickly
- Tagging & Mentioning Relevant Accounts
- Running Polls, Quizzes & Q&A Sessions
- User-Generated Content (UGC)
- Encouraging Shares & Saves

7. Social Media SEO

- Optimizing Posts for Search Engines
- Using Alt Text for Images (Facebook, Instagram, LinkedIn)
- Adding Keywords in Video Descriptions (YouTube, Facebook)
- Cross-Posting Between Platforms

8. Analytics & Insights

- Facebook & Instagram Insights
- LinkedIn Analytics
- Twitter Analytics
- YouTube Analytics
- Key Metrics to Track:
    - Reach
    - Engagement Rate
    - Click-Through Rate (CTR)
    - Follower Growth
    - Impressions

Module 7: Social Media Optimisation (SMO) – Full Topics

9. SMO Tools

- Canva (Design)
- Buffer / Hootsuite (Scheduling)
- Hashtagify / RiteTag / Rapid tag (Hashtag Research)
- Bitly (Link Shortening & Tracking)

10. SMO Best Practices

- Consistent Posting & Branding
- Engaging With Audience Daily
- Testing Different Content Types
- Avoiding Overuse of Hashtags
- Monitoring Competitors' Strategies

11. SMO & Paid Social Integration

- Boosting Organic Posts for More Reach
- Using Insights to Improve Ad Targeting
- Retargeting Social Media Visitors

Module 8: Social Media Marketing (SMM) – Full Topics

1. Introduction to SMM

- What is Social Media Marketing?
- Difference Between SMO & SMM
- Importance of SMM in Digital Marketing
- Organic vs. Paid Social Media Marketing
- Benefits of SMM for Businesses
- Latest Trends in Social Media Marketing

2. Major Social Media Platforms

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- Twitter (X) Marketing
- Pinterest Marketing
- YouTube Marketing

3. Creating a Social Media Strategy

- Defining Marketing Goals (Brand Awareness, Engagement, Leads, Sales)
- Identifying Target Audience & Buyer Persona
- Choosing the Right Platforms for Business
- Competitor Analysis
- Creating a Social Media Calendar

4. Facebook Marketing

- Creating & Optimizing Facebook Business Page
- Facebook Post Types (Image, Video, Carousel, Polls)
- Facebook Stories & Reels
- Facebook Groups for Community Building
- Facebook Marketplace for Business

5. Instagram Marketing

- Creating & Optimizing Instagram Business Profile
- Instagram Post Types (Images, Reels, Stories, Carousels)
- Hashtag Strategy
- Instagram Highlights & Guides
- Collaborations & Influencer Partnerships

6. LinkedIn Marketing

- Creating & Optimizing LinkedIn Company Page
- B2B Lead Generation via LinkedIn
- LinkedIn Content Strategy
- LinkedIn Groups for Networking

Module 8: Social Media Marketing (SMM) – Full Topics

7. Twitter (X) Marketing
- Profile Optimization
- Hashtag Research
- Twitter Threads for Engagement
- Trending Topics Participation

8. Pinterest Marketing
- Creating Pinterest Business Account
- Pin Creation & Optimization
- Using Pinterest Boards Effectively

9. YouTube Marketing
- Creating & Optimizing YouTube Channel
- Video SEO (Titles, Descriptions, Tags)
- Thumbnails & End Screens
- YouTube Shorts Marketing

10. Paid Social Media Advertising
- **Facebook & Instagram Ads**
- Campaign Objectives (Awareness, Consideration, Conversion)
- Audience Targeting (Custom, Lookalike, Saved)
- Ad Formats (Image, Video, Carousel, Collection)
- Budget & Bidding Strategies

10. Paid Social Media Advertising

- **Facebook & Instagram Ads**
  - Campaign Objectives (Awareness, Consideration, Conversion)
  - Audience Targeting (Custom, Lookalike, Saved)
  - Ad Formats (Image, Video, Carousel, Collection)
  - Budget & Bidding Strategies

- **LinkedIn Ads**
  - Sponsored Content
  - InMail Ads
  - Text Ads

- **YouTube Ads**
  - Skippable & Non-Skippable Video Ads
  - Bumper Ads
  - Discovery Ads

11. Content Creation for SMM

- Designing Engaging Images & Videos (Canva, Photoshop)
- Copywriting for Social Media Posts
- Using Storytelling in Marketing
- Using Memes & Trends for Engagement

12. Engagement & Community Management

- Replying to Comments & Messages
- Running Contests & Giveaways
- Collaborations with Influencers
- Building a Loyal Audience

13. Social Media Analytics & Reporting

- Facebook & Instagram Insights
- LinkedIn Analytics
- Twitter Analytics
- YouTube Analytics
- KPIs to Track:
    - Reach
    - Engagement Rate
    - Click-Through Rate (CTR)
    - Conversion Rate

14. Tools for SMM

- Canva (Design)
- Buffer / Hootsuite / Later (Scheduling)
- Hashtagify / RiteTag (Hashtag Research)
- Bitly (Link Shortening & Tracking)

15. Best Practices in SMM

- Consistent Posting & Branding
- A/B Testing Ads & Posts
- Avoiding Over-Promotion

Module 9: Google Analytics – Full Topics

1. Introduction to Google Analytics

- What is Google Analytics?
- Importance of Google Analytics in Digital Marketing
- Difference Between Universal Analytics & GA4
- Understanding How Google Analytics Works
- Key Metrics & Terminology (Users, Sessions, Bounce Rate, etc.)

2. Setting Up Google Analytics

- Creating a Google Analytics Account
- Setting Up a Property in GA4
- Installing GA Tracking Code on Website
- Verifying Tracking Setup
- Connecting Google Analytics with Google Tag Manager
- Linking Google Analytics to Google Ads

3. Google Analytics Interface Overview

- Home Dashboard Search Bar & Quick Access
- Real-Time Reports
- Reports Section Navigation
- Customizing the Dashboard

Module 9: Google Analytics – Full Topics

4. Understanding Key Reports in GA4

- **Real-Time Report**
  - Current Active Users
  - Traffic Sources in Real Time
  - Page Views in Real Time
- **Acquisition Reports**
  - Traffic Acquisition (Organic, Paid, Referral, Social)
  - User Acquisition
- **Engagement Reports**
  - Page Views
  - Events Tracking
  - Engagement Rate
- **Monetization Reports**
  - E-commerce Tracking
  - Purchase Revenue
- **Retention Reports**
  - New vs. Returning Users
  - Retention Over Time

5. Audience Analysis

- Demographic Data (Age, Gender)
- Geo Location (Country, City)
- Device & Technology Reports (Mobile, Desktop, Tablet)
- Interests & Behaviour Analysis

Module 9: Google Analytics – Full Topics

6. Traffic Source Analysis

- Direct Traffic
- Organic Search Traffic
- Paid Search Traffic
- Referral Traffic
- Social Media Traffic
- Email Traffic

7. Events & Conversions

- Understanding Events in GA4
- Automatically Collected Events
- Recommended Events
- Custom Events Creation
- Setting Up Conversions
- Tracking Clicks, Form Submissions, Video Plays

8. E-commerce Tracking

- Enabling E-commerce Tracking in GA4
- Product Performance Tracking
- Purchase Revenue Reports
- Shopping Behaviour Analysis

Module 9: Google Analytics – Full Topics

9. Google Tag Manager (GTM) Integration

- What is GTM & Why Use It?
- Linking GA4 with GTM
- Setting Up Tags, Triggers & Variables
- Tracking Custom Events via GTM

10. Creating Custom Reports

- Exploring Custom Exploration Reports
- Funnel Exploration
- Path Analysis
- Segment Comparisons
- Custom Metrics & Dimensions

11. Setting Up Goals & Funnels

- Difference Between Goals & Conversions in GA4
- Creating Goals in GA4 (via Events)
- Setting Up Conversion Funnels

12. Linking Google Analytics with Other Tools

- Google Search Console
- Google Ads
- Google Data Studio (Looker Studio)

Module 9: Google Analytics – Full Topics

13. Data Analysis & Insights

- Identifying High-Converting Traffic Sources
- Analysing User Behaviour Flow
- Detecting Drop-Off Points
- Improving Website Performance Based on Insights

14. Reporting & Sharing

- Scheduled Email Reports
- Exporting Reports (PDF, CSV)
- Sharing Reports with Team Members
- Staying Updated on GA4 Features

Module 10: Google Tag Manager – Full Topics

1. Introduction to Google Tag Manager

- What is Google Tag Manager (GTM)?
- Importance of GTM in Digital Marketing
- GTM vs. Google Analytics
- How GTM Works (Tags, Triggers, Variables)
- Benefits of Using GTM

2. Setting Up Google Tag Manager

- Creating a GTM Account & Container
- Installing GTM Container Code on Website
- GTM Interface Overview
- Linking GTM with Google Analytics (GA4)
- Linking GTM with Other Tools (Google Ads, Facebook Pixel, etc.)

3. Understanding GTM Components

- **Tags** – Code snippets that send data (Google Analytics, Google Ads, Facebook Pixel)
- **Triggers** – Conditions that fire tags (Page View, Click, Form Submission)
- **Variables** – Data elements GTM uses (Click URL, Page Path, Custom Variables)

Module 10: Google Tag Manager – Full Topics

4. Working with Tags

- Google Analytics 4 Configuration Tag
- Google Ads Conversion Tracking Tag
- Google Ads Remarketing Tag
- Facebook Pixel Tag
- LinkedIn Insight Tag
- Custom HTML Tags

5. Working with Triggers

- Page View Trigger
- Click Trigger (Link Click, Button Click)
- Form Submission Trigger
- Scroll Depth Trigger
- Timer Trigger
- Custom Event Trigger

6. Event Tracking in GTM

- Click Tracking
- File Download Tracking
- Video Play Tracking (YouTube, Vimeo)
- Form Submission Tracking
- Tracking Scroll Depth

Module 10: Google Tag Manager – Full Topics

7. Enhanced E-commerce Tracking
- Enabling Enhanced E-commerce in GA4 via GTM
- Tracking Product Impressions, Clicks, and Add-to-Cart
- Tracking Purchases and Revenue
- Custom E-commerce Data Layer Setup

8. Conversion Tracking
- Setting Up Google Ads Conversion Tracking
- Setting Up Facebook Pixel Conversions
- LinkedIn Ad Conversion Tracking
- Custom Conversion Tracking

9. Remarketing with GTM
- Google Ads Remarketing Tag
- Facebook Remarketing Pixel
- LinkedIn Remarketing Insight Tag

10. Data Layer in GTM
- What is Data Layer?
- Benefits of Using Data Layer
- Understanding Data Layer Push Events
- Using Data Layer for Custom Tracking

11. Debugging & Testing
- Using GTM Preview & Debug Mode
- Google Tag Assistant
- Common Debugging Issues & Fixes

13. Version Control & Publishing

- Creating GTM Versions
- Publishing & Rolling Back Versions
- Workspace Management for Teams

14. GTM Best Practices

- Organizing Tags, Triggers, and Variables
- Naming Conventions
- Keeping Tracking Organized & Scalable
- Avoiding Duplicate Tracking

15. GTM & Third-Party Tools Integration

- Google Optimize (A/B Testing)
- Hotjar / Microsoft Clarity (Heatmaps & Session Recording)
- CRM Integration (HubSpot, Zoho).

Module 11: Lead Generation – Full Topics

1. Introduction to Lead Generation

- What is Lead Generation?
- Importance of Lead Generation in Digital Marketing
- Lead Generation vs. Demand Generation
- B2B vs. B2C Lead Generation

2. Types of Leads

- Marketing Qualified Leads (MQLs)
- Sales Qualified Leads (SQLs)
- Product Qualified Leads (PQLs)

3. Lead Generation Process

- Identifying Target Audience (Buyer Persona)
- Selecting the Right Channels
- Crafting a Lead Magnet
- Driving Traffic
- Capturing Lead Information

4. Lead Generation Channels

- **Organic Channels**
  - SEO (Blog & Website Traffic)
  - Content Marketing (Guides, Infographics)
  - Social Media Marketing
  - Video Marketing (YouTube, Reels)

Module 11: Lead Generation – Full Topics

4. Lead Generation Channels

- **Organic Channels**
    - SEO (Blog & Website Traffic)
    - Content Marketing (Guides, Infographics)
    - Social Media Marketing
    - Video Marketing (YouTube, Reels)
- **Paid Channels**
    - Google Ads (Search & Display)
    - Facebook & Instagram Ads
    - LinkedIn Ads (B2B)
    - YouTube Ads
- **Referral & Partnership Marketing**
    - Influencer Collaborations
    - Affiliate Marketing

5. Lead Magnets

- E-books & Guides
- Webinars & Live Sessions
- Free Trials or Samples
- Discount Coupons
- Checklists & Templates
- Case Studies & White Papers

Module 11: Lead Generation – Full Topics

6. Landing Page Optimization for Lead Generation

- Key Elements of a High-Converting Landing Page
  - Headline & Subhead line
  - Lead Capture Form
  - CTA (Call to Action) Buttons
  - Testimonials & Social Proof
  - Minimal Navigation for Focus
- A/B Testing Landing Pages

7. Forms & Data Capture

- Contact Forms
- Multi-Step Forms
- Pop-Up Forms
- Chatbot Lead Capture
- Progressive Profiling for Better Data

8. Email Marketing for Lead Generation

- Building an Email List
- Creating Opt-In Forms
- Automated Welcome Emails
- Drip Campaigns for Nurturing Leads
- Lead Scoring in Email Marketing

Module 11: Lead Generation – Full Topics

9. Social Media Lead Generation

- Facebook Lead Ads
- Instagram Lead Ads
- LinkedIn Lead Gen Forms
- TikTok Lead Generation Ads
- Using Organic Social Posts for Lead Capture

10. Retargeting for Lead Generation

- Facebook Retargeting
- Google Display Remarketing
- YouTube Remarketing

11. Tools for Lead Generation

- **CRM Tools:** HubSpot, Zoho CRM, Salesforce
- **Email Marketing Tools:** Mailchimp, Convert Kit, Active Campaign
- **Landing Page Builders:** Unbounce, Instapage, Lead pages
- **Form Builders:** Type form, Google Forms

12. Measuring Lead Generation Success

- Cost Per Lead (CPL)
- Lead-to-Customer Conversion Rate
- ROI Tracking for Lead Campaigns
- Analysing Lead Quality

Module 12: Email Marketing – Full Topics

1. Introduction to Email Marketing

- Definition & importance of Email Marketing
- How Email Marketing works
- Role of Email Marketing in Digital Marketing strategy
- Benefits of Email Marketing for businesses
- Difference between Email Marketing & other marketing channels

2. Types of Email Marketing

- **Promotional Emails** – Offers, discounts, seasonal sales
- **Transactional Emails** – Order confirmation, shipping details, receipts
- **Relational Emails** – Newsletters, updates, brand stories
- **Re-engagement Emails** – Win-back campaigns for inactive subscribers
- **Drip Campaign Emails** – Automated follow-up sequences

Module 12: Email Marketing – Full Topics

3. Email Marketing Strategy

- Setting goals for Email Marketing campaigns
- Understanding your target audience
- Choosing the right email type for your campaign
- Email frequency planning
- Segmentation & personalization strategies

4. Building an Email List

- Opt-in forms – Placement & design best practices
- Lead magnets – eBooks, free trials, discount codes, webinars
- Using social media & websites to collect emails
- Best practices for ethical email collection (No purchased lists)
- GDPR, CAN-SPAM, and Indian email marketing regulations

5. Email Campaign Creation

- Writing effective subject lines (impact on open rates)
- Crafting engaging email content (copywriting tips)
- Using images, GIFs, and videos in emails
- Call-to-action (CTA) optimization
- Mobile-friendly & responsive email design
- Balancing text-to-image ratio

Module 12: Email Marketing – Full Topics

6. Email Design & Templates

- HTML vs. Plain text emails
- Responsive design for different devices
- Pre-designed templates vs. custom design
- A/B testing email layouts and content
- Accessibility in email design

7. Personalization & Segmentation

- Using customer data for personalization
- Segmenting email lists by demographics, interests, and behaviours
- Dynamic content based on recipient preferences
- Behavioural targeting (past purchases, website activity)

8. Email Automation

- Introduction to automated email workflows
- Welcome series for new subscribers
- Abandoned cart emails for e-commerce
- Post-purchase follow-up emails
- Birthday & anniversary campaigns
- Re-engagement sequences

Module 12: Email Marketing – Full Topics

9. Deliverability & Spam Avoidance

- Understanding spam filters
- Best practices to avoid spam folders
- Domain authentication – SPF, DKIM, DMARC
- IP warming for new senders
- Avoiding spam trigger words

10. Email Marketing Tools & Platforms

- Mailchimp
- Sendinblue (Brevo)
- Constant Contact
- Active Campaign
- Convert Kit
- HubSpot Email Marketing
- Zoho Campaigns

11. Analytics & Performance Measurement

- Open rate, click-through rate (CTR), bounce rate
- Conversion tracking & ROI measurement
- Unsubscribe rate & list health analysis
- Heatmaps for email engagement
- How to improve underperforming campaigns

Module 13: SMS / WhatsApp Marketing – Full Topics

1. Introduction to SMS & WhatsApp Marketing

- Definition & importance in digital marketing
- How SMS & WhatsApp marketing works
- Advantages over other marketing channels
- Limitations and challenges of SMS/WhatsApp marketing
- Differences between SMS & WhatsApp marketing

2. Types of SMS Marketing

- **Promotional SMS** – Offers, discounts, festive sales
- **Transactional SMS** – OTPs, order confirmations, shipping alerts
- **Informational SMS** – Notifications, reminders, alerts
- **Survey & Feedback SMS** – Customer satisfaction, polls
- **Event SMS** – Invitations, updates, and reminders

3. Types of WhatsApp Marketing

- **Broadcast Messages** – Bulk promotional messages
- **Transactional Messages** – Order updates, payment confirmations
- **Interactive Messages** – Buttons, quick replies, catalogs
- **Automated Chatbot Messages** – AI-driven customer service
- **Rich Media Messages** – Images, videos, PDFs, location sharing

Module 13: SMS / WhatsApp Marketing – Full Topics

4. Building SMS & WhatsApp Marketing Lists

- Opt-in methods (website forms, QR codes)
- Using lead magnets for phone number collection
- Integrating sign-ups with CRM systems
- Permission-based marketing (No unsolicited messaging)
- GDPR, TRAI, and WhatsApp policies for compliance

5. Campaign Strategy & Planning

- Setting campaign objectives
- Choosing between SMS or WhatsApp for specific goals
- Segmenting customers for targeted messaging
- Deciding message frequency & timing
- Integrating with other marketing channels (email, social media)

6. Crafting Effective SMS Messages

- Writing short, clear, and engaging text
- Using power words for higher response rates
- Adding clear Call-to-Action (CTA)
- Personalization techniques for SMS
- Using short links & tracking clicks

Module 13: SMS / WhatsApp Marketing – Full Topics

7. Crafting Effective WhatsApp Messages

- Personalizing customer interactions
- Using multimedia effectively (images, GIFs, audio, video)
- Adding CTAs & interactive buttons
- Storytelling in WhatsApp campaigns
- Using catalogs for product promotion

8. Automation in SMS & WhatsApp Marketing

- Scheduling campaigns in advance
- Auto-replies for common queries
- Drip campaigns for leads nurturing
- Abandoned cart recovery messages for e-commerce
- Birthday & anniversary greetings automation

9. Tools & Platforms

- **For SMS Marketing:**
    - Text local
    - MSG91
    - Gunshipz
    - Twilio
    - Kaleyra

Module 13: SMS / WhatsApp Marketing – Full Topics

9. Tools & Platforms

- **For SMS Marketing:**
  - Text local
  - MSG91
  - Gunshipz
  - Twilio
  - Kaleyra

- **For WhatsApp Marketing:**
  - WhatsApp Business App
  - WhatsApp Business API
  - WATI
  - Zoko
  - Interakt

10. Analytics & Performance Tracking

- Delivery rate
- Open/read rate (WhatsApp blue ticks, SMS delivery reports)
- Click-through rate (CTR)
- Response rate
- Conversion rate
- ROI calculation

Module 13: SMS / WhatsApp Marketing – Full Topics

11. Compliance & Best Practices

- TRAI SMS regulations in India
- WhatsApp Business policy compliance
- Avoiding spammy content
- Double opt-in verification for consent
- Data privacy & security guidelines

12. Advanced Strategies

- Integrating SMS/WhatsApp with CRM & marketing automation tools
- AI-powered WhatsApp chatbots
- Retargeting using SMS & WhatsApp
- Cross-channel remarketing (SMS + WhatsApp + Email + Ads)
- Hyper-personalization using customer behaviour data

Module 14: Video Marketing – Full Topics

1. Introduction to Video Marketing

- Definition & importance of video marketing
- How video marketing works
- Benefits for businesses and brands
- Role of video in the digital marketing funnel
- Video marketing statistics & trends

2. Types of Video Content

- **Brand Videos** – Brand story, company culture
- **Explainer Videos** – Product/service explanations
- **How-to / Tutorial Videos** – Educational content
- **Product Demonstrations** – Features & benefits showcase
- **Customer Testimonial Videos** – Social proof & trust-building
- **Event Videos** – Coverage of events, launches, webinars
- **Live Streaming Videos** – Real-time interaction
- **Short-form Videos** – Instagram Reels, YouTube Shorts, TikTok
- **Animated Videos** – Motion graphics, whiteboard animation

Module 14: Video Marketing – Full Topics

3. Video Marketing Strategy

- Setting goals for video campaigns
- Identifying target audience & buyer persona
- Choosing the right video type for your objective
- Deciding the right platforms (YouTube, Instagram, Facebook, LinkedIn, TikTok)
- Video content calendar & frequency planning

4. Video Scriptwriting & Storyboarding

- Basics of storytelling for video
- Writing engaging scripts
- Structuring videos: Hook → Story → CTA
- Creating a storyboard before shooting
- Scriptwriting tips for short-form & long-form videos

5. Video Production Essentials

- **Pre-production:** Planning, budgeting, location scouting, casting
- **Production:** Camera setup, lighting, sound recording
- **Post-production:** Editing, effects, color grading, audio mixing
- Recommended equipment for beginners & professionals
- Shooting videos with smartphones vs. professional cameras

Module 14: Video Marketing – Full Topics

6. Editing & post-production

- Popular video editing software (Adobe Premiere Pro, Final Cut Pro, Cap Cut, Canva)
- Adding transitions, text overlays, and captions
- Using music & sound effects legally
- Creating thumbnails for videos
- Optimizing videos for mobile viewing

7. Video SEO (Search Engine Optimization)

- Keyword research for video titles & descriptions
- Optimizing video metadata (tags, categories)
- Writing compelling video titles & descriptions
- Adding closed captions & transcripts for accessibility
- Using playlists for better watch time on YouTube
- Video schema markup for websites

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Thank you