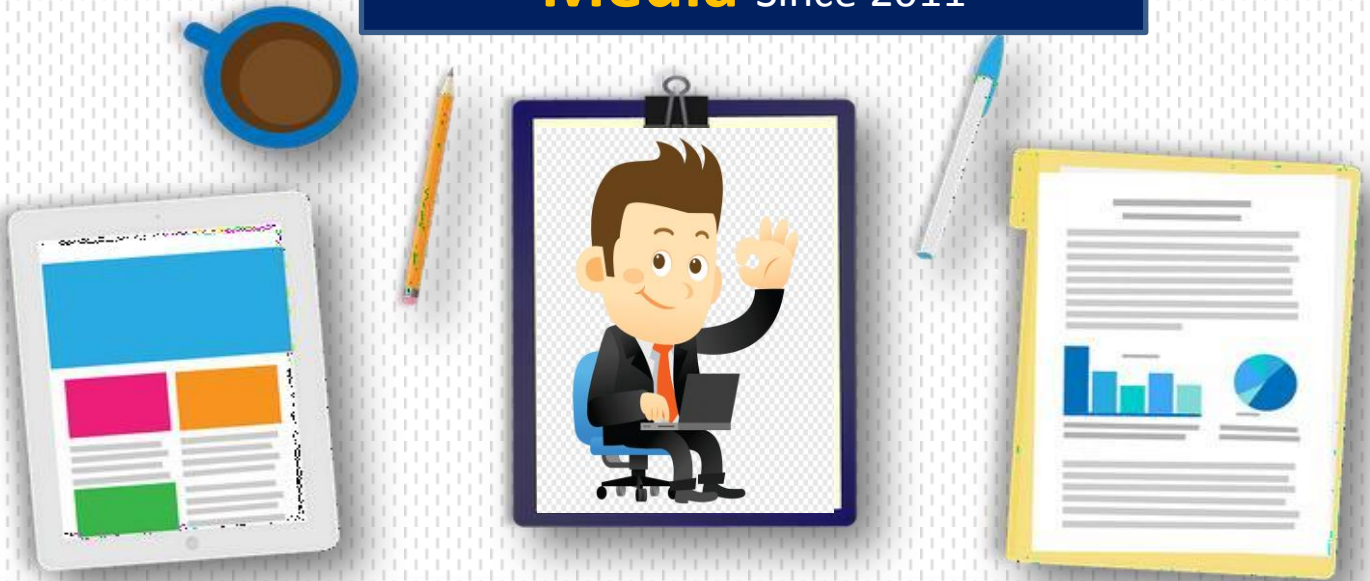




In Association with **Express**
Media Since 2011



"CORPORATE STYLE DIGITAL MARKETING COURSE CUM INTERNSHIP"



www.expressmedia.in , www.ndmiinstitute.com

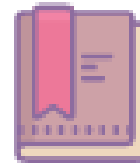
+91-7620538592

Practical Digital marketing training course for Professional, Entrepreneur, College Students & Jobseekers

PROGRAM IS BEST SUITED FOR



Entrepreneurs



College Students



Marketing Professionals



Job Seekers

WHY YOU SHOULD LEARN DIGITAL MARKETING



PWC has forecasted that digital advertising will reach a whopping \$390 billion in 2022, increasing from \$135 billion in 2014.

JOB

Top MNC'S & new age startups in India looking for experts in digital marketing . Small Business also in the queue to adopt Digital Advertisement

SELF

Digital marketing opens door to Self- employment ,freelancing, youtube creator club & blogging.

20+

Multiple Job Profile from 1 Course – Work As GROWTH MARKETERS, SOCIAL MEDIA MARKETERS, SEO EXECUTIVE, CONTENTS MARKETERS, LEAD GENERATION EXECUTIVE, E COMMERCE EXECUTIVE, PPC CAMPAIGNER and many more

FEATURES OF COURSE



Learn Complete
Digital+Marketing



Case Study and
Weekly Assignments



Corporate
Communication and
career Assistance



Certificate as Proof of
Training



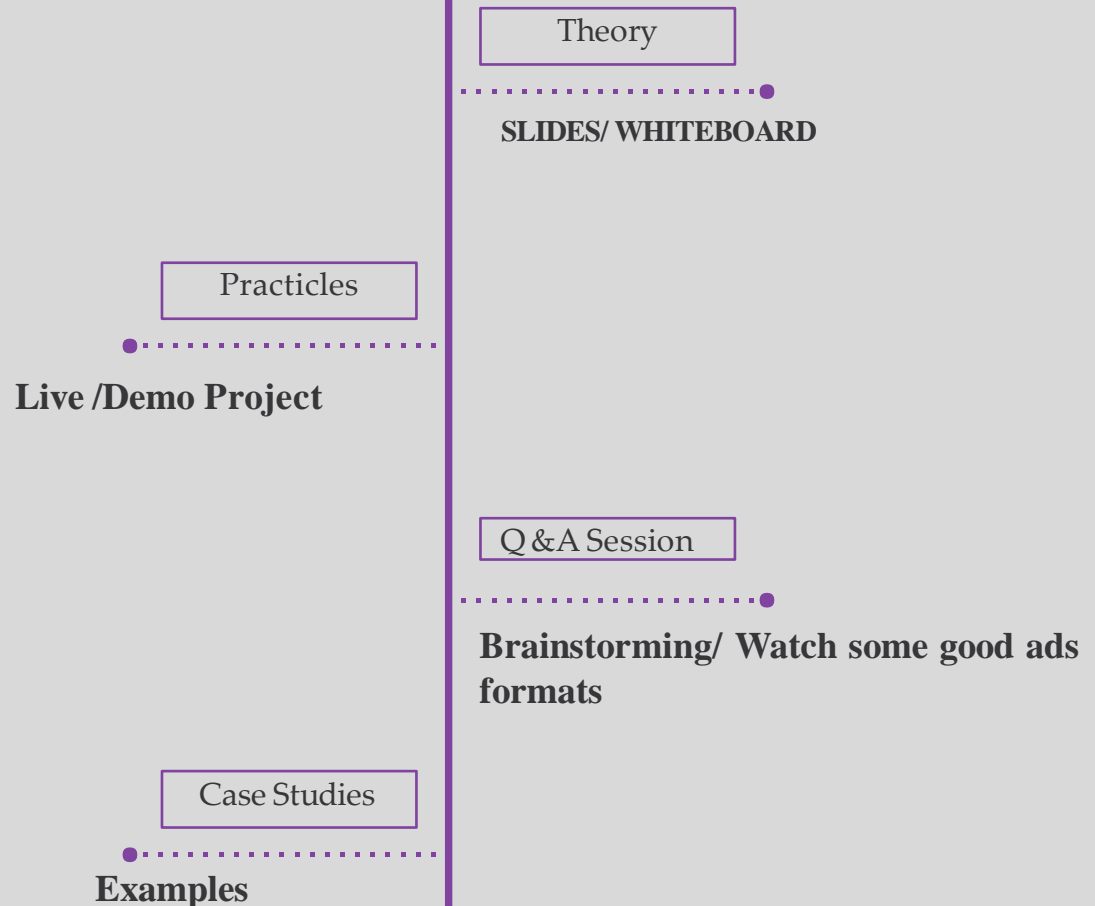
Practical Training
with Live
Projects.



Personalized
Business Growth
Support

COURSE SCHEDULE

- [3 Months \(Monday To Friday\)](#)
- [Saturday Brain Storming and Activity](#)
- [1.5 Hour a day](#)



OUR TRAINING MODULES



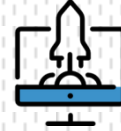
Digital Marketing
Introduction



Overview of
Internet, Ads, Creatives



Website Planning
Process



Business Analyst
Module



Social Media
Optimization



Social Media
Marketing



Youtube
and Video
Marketing



Search Engine
Optimization/Marketing



Email Marketing
Mobile marketing
Whatsapp marketing



Lead
generation



App Store
Optimization



ORM
(Online Reputation Management)



Google
Analytics, GTM
and Tools



E commerce
marketing, Affiliate
Marketing



Blogging, AdSense,
Freelancing To make
Money



Profile, resume,
Interview Preparation

Explore.....

DIGITAL MARKETING

with

BUSINESS ANALYST

LEARN

Learn the Art of
Marketing with
Industry's Demanding
Curriculum

EARN

You can generate
enough income
while you learning

EARN WHILE YOU LEARN....

Anyone want to earn income by just giving extra time and
efforts with our team.

Module-1: Digital Marketing Introduction

In this Module you will gain in depth knowledge about Digital Marketing, Marketing, Sales and Branding . Also you will explore how our complete Digital Marketing Journey will go ahead.

This module will blow up your mind and create urgency to gain in depth Digital Marketing Knowledge.

- What is Digital Marketing.
- How Digital Marketing Can Help You?
- Traditional Marketing VS Digital Marketing.
- Overview About Branding.
- Process Of Digital Marketing.
- Understanding Digital Marketing Funnel.
- Understanding Digital Marketing Campaigns.
- Understanding Competitive Analysis Tools.
- What is Niche Marketing?
- Understanding of Funnel.
- Understanding Marketing, sales, Advertisement Terms.
- Digital Marketing Planning.
- Setting Mindset to Go Digital.
- Explore AI Tools for Design and Contents
- Brief introduction and Function about CHAT GPT

Module-2: Overview of Internet, Ads and Creative

In this module you will explore more about Internet Fundamental and learn some basic things about internet and other Digital Platform. Also you will gain depth knowledge about advertisement, Design, Good vs. Bad ads example and many more.

This would be a entry journey as a upcoming Digital Marketers

- Understanding of Internet.
- Understanding of Search Engine.
- Understanding Algorithm of Google, Facebook and other .
- How Search engine Work?
- Understanding of IP.
- Case study of some successful Ads Creative
- Understanding audience persona.
- Do's and Don't while creating Ads.
- Example of Some ads
- Explore some tools to identify competitor ads.
- Understanding about contents
- Design and other creativity

Module-3: Websites Planning and Process

This is very important module to learn, where you will explore about website and their ecosystem. Also you will gain about some technical aspect related to website and server space.

Gain in depth knowledge in this module so your Digital Marketing Journey go smoothly.

- What is Website.
- Understanding Websites Types and Their Functionality.
- Understanding website Design Technology.
 - HTML
 - CSS
 - JS
 - Contents and Image
- Understanding domain names & domain extensions.
- Understanding hosting types.
- Book domain name and hosting.
- Planning & Conceptualising a Website.
- Adding domain name to web Server.
- Adding webpages & content on website.
- Explore some tools for contents and Design.
- Website copier tools and how to copy any website.
- Creating own HTML and Wordpress Website.
- Create your own Website.
- Website Auditing.
- Complete understanding of websites ecosystem.

Module- 4: SEO(Search Engine Optimization)

This module becomes you job ready as you gain in depth knowledge of SEO and their related terms. SEO require some technical terms and extensive use of available tools.

Previous module help us to improve our technical knowledge, now its time to implement. We have divided SEO in three main part, Offpage, Onpage, Local SEO

SEO overview and journey

- What is SEO? Also look SERP.
- What are search engines?
- Why SEO?
- How search engines work?
- Major functions of a search engine.
- What are keywords?
- Understanding practically how search result appear?
- SEO practice(Blackhat, Whitehat, Grayhat)
- Explore Some Case Study.
- Website Audit process.
- Understanding Website Structure as per audit reports.
- Understanding Different types of keywords.
- Google keyword planner tool.
- Keywords research process with help of AI tools and other.
- Long Tail Keywords.

Continue...

Sub Module- 4.1: On-Page SEO

- Keyword Research with Google Keyword Planner.
- Understanding Google and other Search engine algorithm.
- What is the difference between keywords stuffing & KW placement
- How to Select a Domain Name?
- Page Naming {URL Structuring} and Folder Naming
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Tags, Description.
- Headings Tags {H1 to H6} (HTML).
- Mobile first indexing.
- AMP pages.
- What is Content Writing?
- SEO Friendly Content Writing, {Insert keywords in content}.
- Anchor Text, Link Title Internal linking.
- Robots.txt file use and creation.
- HTML Sitemap creation.
- XML Site Map Creation(With Tools).
- Rich Snippet.
- Microdata.
- Understanding uses of Rich snippet.
- Site Tracking Tools (Google Search Console Tool, Google Analytics Tool)

Sub Module- 4.2: Off-Page SEO

- What is OFF-Page Optimization?
- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks.
- What is Google Page Rank?
- How to Increase Page Rank?
- What is Domain Authority?
- Search Engine directory Submissions.
- Article Writing and submissions.
- Blog Posting and comment writing, Classifieds posting.
- Forum Posting.
- Business Listing.
- Social Bookmarking.
- Social Networking.
- Do's and Don't of link building.
- Easy link acquisition techniques.
- Domain Authority & How to Increase.

Sub Module- 4.3: Local SEO

- What is Local SEO?
- Google Business Profile overview.
- Creating profile in GMB.
- Submitting Site to Google Search Console.
- Classified submissions Citation.
- Understanding NAP.
- Top tools for SEO.
- Monitoring SEO process.
- Preparing SEO reports.
- How to create SEO Strategy for your business.
- How to claim Business.
- Local SEO boosting Factor.

Module- 5: Social Media Optimization(SMO)

Social media is a powerful channel for marketers. In this course, you learn more about the main social media platforms, how to manage your social media presence, and how to create effective content for each platform. Social Media Optimization is a free or you can say organic process to increase your company or Brand strategy across all social media channel.

- What is social media and their uses.
- Understanding User's Persona.
- Introduction To Social Media Networks.
- Deep Understanding and find differences between available Social Media.
- Types Of Social Media Websites.
- Social Media Optimization Concepts.
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter
 - Pinterest
- Optimising Hashtags
- Image Optimization
- How to post effective Graphics and Contents on Social Media
- Explore Tools for social media handling

Module- 6: SOCIAL MEDIA MARKETING(SEM)

In this Module, you will explore more about Social Media Marketing. Social Media Marketing is a PAID marketing strategy which help Marketers to generate Lead or help to established strong brand across all social media channels.(Facebook, Linkdn, Instagram, Twitter)

How to choose right social media for your business/brand. Behavioural & cultural standard for social media. Linking all Social Media Accounts.

Facebook and Instagram Marketing

- Understanding FB Ad's Ecosystem
- Campaign Creations
- Managing & Promoting Ads
- Promote Facebook pages
- Advertise on Facebook
- Budget Optimization
- Facebook Ads Manager Account
- Facebook Business Manager Account.
- Facebook Pixel Setup
- Conversion Tracking Setup
- Facebook advertisement for E commerce
- Creating Video ADS
- Brand Awareness
- LEAD Generation, Creating FORMS
- Targeting the Right Audience
 - Strategizing Location, Interest, Demographics
- Facebook ENGAGEMENT TIPS
- BIDDING, CONVERSIONS
- REMARKETING, Retargeting Visitors
- In-page Analysis / ANALYTICS
- Instagram ads & strategy
- Setting up instagram business page
- Creating reels
- Instagram tools
- Instagram hashtags
- Targetting ads & running them
- Using stories & creating highlights
- Planning and creating content
- Using creator studio

Linked-in Marketing

- Linked in leveraging for B2B
- Overview of linked in
- Lead generation through individual profiles
- Lead generation for enterprise, company page , ads , Strategy, groups
- Profile makeover, answer , groups , status update recommendation
- Open discussion on approach to leverage them
- Key competence
- Explore Tools

Twitter Marketing

- Benefits of Twitter
- How brands use Twitter
- Profile Creation and customizing
- Types of tweets and statistics
- Content strategy for twitter
- Analysis of big brands
- What is hashtags
- Tools for twitter marketing
- Twitter analytics
- Twitter Strategy
- Twitter campaigns

Module- 7: Youtube and Video Marketing

Youtube is a very popular and second highest searchable platform. Crores on hours daily watch time generated on youtube. Now a days Video marketing becomes most essential part of every Digital Marketing Strategy. Also Video are more powerful weapon to increase trust and generation leads for company

- Creation of channel
- How to optimize a video
- Annotation and cards
- Usage of playlist
- Understanding copyrights
- Youtube SEO
- Keyword Research for youtube
- Green Screen and Recording Setup
- Creating and uploading videos
- Creating Thumbnail by using Canva Tools
- Video Editing and Mixing by camptasia

Module- 8: SEM (Search Engine marketing)

SEM(Search Engine Marketing) is a terms of various search engine like Google, Yahoo, Bing and other. SEM is a technique to advertise Paid campaign on different search engine. Here we more focus on Google, because almost 90% of market share capture by Google search engine.

Details Google ads Topics from Basic To Advance

- Understanding SEM Terms
- Google Ads Overview
- Understanding inorganic search results
- Introduction to Google Ads & PPC advertising
- Overview of Microsoft Ads (Bing & Yahoo)
- Setting up Google Ads account
- Understanding Ads account structure
 - Campaigns
 - Adgroup
 - Ads
 - Keywords
- Types of Advertising campaigns
 - Search
 - Display
 - Shopping
 - video
- Difference between search & display campaign.
- Understanding Ads Algorithm.
- How does Ads rank with examples.
- What is Ads quality score?
- Why quality score is important?
- What is CTR?
- Why CTR is important?
- Understanding bids, Auction, CPC Factor.
- Creating Search Campaigns.
- Types of Search Campaigns.
- Shopping ads
- Setup basics for Shopping ads

Continue.....

- Doing campaign level settings.
- Understanding location targeting.
- What is bidding strategy?
- Understanding ads extension.
- Creating ads with small budget.
- Importance of CTR in optimization.
- Importance of quality score in optimization.
- Evaluating campaign stats
- Optimizing with conversion report.
- Optimizing with keywords .
- Optimizing performing keywords.
- Optimizing non performing keywords.
- How to decrease CPC?
- Analysing your competitors performance.
- Creating Display Campaign
- Doing campaign level settings.
- Ads scheduling, Understanding ads placement, Creating diff. adgroup.
- Optimizing Display Campaign.
- Landing Page Creation
- Landing Page Optimization
- Remarketing
- What is remarketing?
- Setting up remarketing campaign Creating Remarketing lists, Advanced Level list
- creation Custom audience
- Conversion Tracking
- Conversion Setup
- Conversion and GTM

Module: 9

Email marketing, Mobile Marketing, Whatsapp marketing

Email Marketing

- Benefits of email marketing
- Email marketing software
- Email marketing goals
- Intro to mailchimp
- Strategy of email marketing
- HTML Email
- Email Tracking

Mobile Marketing

- Benefits of SMS marketing
- Bulk SMS campaign
- Trai Regulation
- Lead Generation Through - Campaign
- API in SMS

Whats App Marketing and API

How to Use **WHATSAPP for BUSINESS**. How to Sync your mobile and create Auto Messages via the platform. Creating personalised Business for auto generation. Use Whatsapp API Technique for better conversation rate. Integrated Button in whatsapp Message and many More.



Module : 10

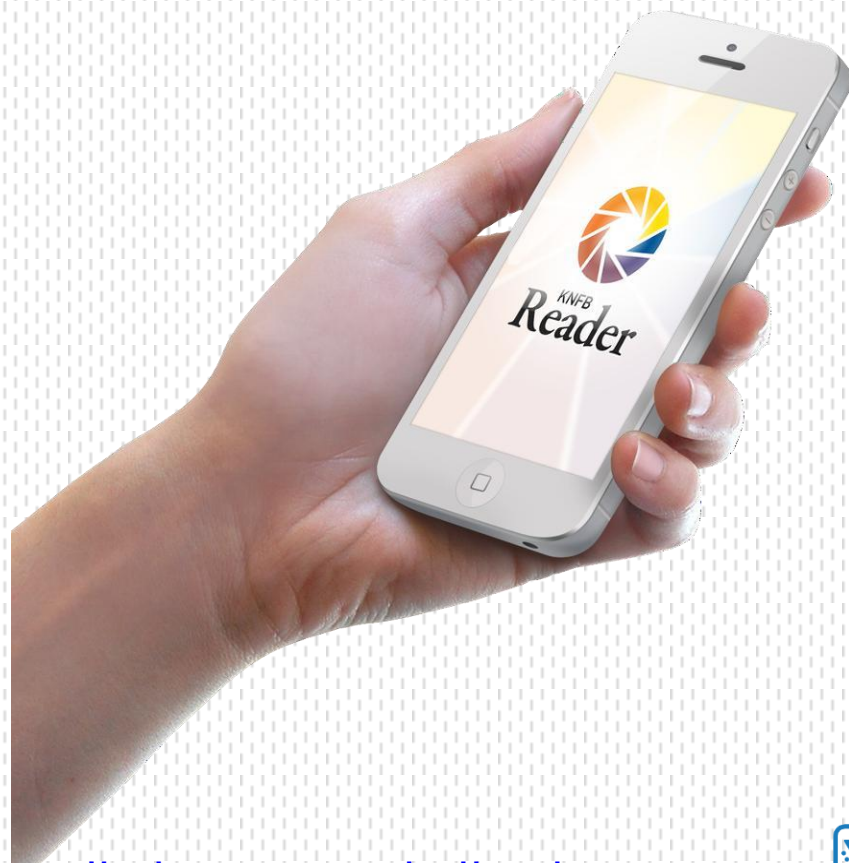
Lead Generation and Automation For Business

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Pop Up and other call to action form
- Creating appealing contents in call to action
- Understanding thank-you page
- Landing page vs. Website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Sales and Marketing Funnel use for Lead
- Reviewing landing pages created by trainees
- What is A/B testing?
- Types and how to do A/B testing
- Steps in leads nurturing and engagement
- Explore Pop up and other Tools



Module- 11: App Store Optimization(ASO)

- What is app store optimization?
- Why App Store Optimization is important
- App Stores- Google Play , iTunes App
- How Google Play ranking works
- Keyword Research Based on App Stores
- Search Creating Title
- Choosing Keyword Use of Keywordtool.io
- Choose Category
- Write Description
- Creating Icon, Screenshot,
- Social media, App Marketing Video
- What ASO tools you need to use
- App Analytics tools



Module : 12

Online Reputation Management(ORM)

Online reputation management (ORM) is **about monitoring and improving how your business is viewed online**. It means looking and analyzing what a potential customer, reporter, partner or other will discover about your brand, your people, or your product/service when they perform a Google search.

- Learn How to Comments on Good/Bad Review
- How to audit online reputation establishment
- How to set alerts when someone write something about services/products/Brand



Module : 13

Google Analytics, GTM and other Tools

In this module you will learn more about how your SEO Results and user behavior appear. Also you can set conversion goal, Remarketing goal and take next level decision. GTM help you to manage all tag without moving to each site. Also you will explore other tools like Adobe Analytics and other

- Getting Started With Google Analytics
- Navigating Google Analytics
- Real-Time Monitoring
- Audience
- Acquisition
- Traffic Sources
- Visitor Behaviour
- Content optimization
- Visitors Action
- Live Data monitoring
- Demographics
- Setting up Tags
- Connect Ads account with Analytics and GTM
- Setup Events

Module : 14

Dropshipping, ECommerce, Affiliates marketing

E commerce

- Understanding E commerce Terms
- Multivendor, Single Vendor
- E commerce Ecosystem
- Payment Gateway
- Case study of Big brand E commerce
- Seller Profile register in Multivendor

Drop shipping

- What is Dropshipping?
- Understanding Dropshipping pros and cons
- Find Niche for dropshipping
- Case study

Affiliates Marketing

Affiliate marketing is the process of earning a commission by Promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that you make.

- Understanding affiliates type
- Register as a affiliates marketers in **Click bank, CJ and Other**
- Affiliates as Business
- Pros and cons of affiliates marketing
- Understanding affiliates niche products
- Price vs. Value Matrix
- Case study
- Explore Tools

Module : 15

AdSense, Blogging, Influencer, Freelancing To make Money

AdSense

- Understanding AdSense Ecosystem
- How to approve AdSense Account
- Understanding AdSense earning potential
- Blogging Vs. Youtube Earning

Blogging

- Understanding Blogging Concept
- Factor Important to start Blogging Sites
- How to find niche for Blogging Topics
- Contents marketer Vs. Blogging Professional
- How write contents strategy help to boost SEO

Influencer

- Understand concept of Influencer
- Who is Influencer
- Influence or Influencer Marketing
- Role of Influencer in Digital Marketing
- Find influencer

Freelancing

- Understand concept of Freelancing
- Quality for freelancing
- How to find free lancing projects
- Pros and cons in free lancing Business
- Upwork, Freelancer, Guru website overview
- Create stunning profile on these website
- How to set service pricing with client

Module : 16

Profile, Resume, Interview preparation

In this module you will get personal attention from our Soft skill trainer where we help you to setup professional and attractive profile on internet, we help you to create stunning resume also mock interview preparation for job aspirants.

- Creating professional profile on linkdn and other platform
- Bio Description in other social media(Instagram, Linkdn, Twitter, Facebook, google about me)
- Audit personal Brand across internet
- Infographic Resume Preparation
- Do's and Don't on Resume
- Attractive Cover Letter preparation with example
- Interview Preparation sheet
- Mock Interview Process
- “Go To Market” Approach



Tools You will Explore

**Email
marketing
Tools**

**SEO
Tools**

**Social media
marketing
Tools**

**Lead
Enrichment
Tools**

**Landing Page
and lead
Capturing Tools**

**Graphic
Creation Tools**

**Conversion
Optimization
Tools**



“Education is what remains after
one has forgotten what one has
learned in school”

-Albert Einstein

www.expressmedia.in
www.ndmiinstitute.com

+91-7620538592
+91- 9372987738

Weekend & Weekdays



In Association With **Express Media**

Since 2011

35, 1st Floor, Opposite Bank of India, Income Tax Colony, Pratap Nagar,
Nagpur 440022