

OJSS IT CONSULTANCY

Advance Training in Digital Marketing

www.ojssindia.in

Date: 1 Jan 2023

Contents:

1. About Course
2. Learning Outcomes
3. Who Should Attend
4. Objectives of Course
5. Eligibility
6. Duration of the programme
7. Opportunities in Digital Marketing
8. Silent Features
9. Fee Structure
10. Financial assistance is provided to the students:
11. Syllabus

Advance Training in Digital Marketing

1. About Course

Digital Marketing is promoting products or brands via one or more forms of electronic mediums. Electronic mediums like Laptop, Mobile and Tabs etc. Digital marketing is one of the few industries where the demand for skilled professionals is significantly higher than the supply. Now is the perfect time for you to gain a digital marketing qualification and future-proof your career with the certification standard in digital marketing. The training sessions will enable the participants to unleash the potential of digital media and in the process will ensure that they have acquired the right skills to explore the opportunities in digital world.

From being an alternative distribution channel, the Internet today has become a mainstay in core marketing activities like advertising, sales, creation of word-of-mouth customer service, new product design and even branding. There are many tangible means for monetization of content through newer forms of online advertising and interactive marketing tools on the mobile web. These processes are just beginning and will have an enormous impact on our activities and the way we relate to people and organizations.

This course will provide candidates with an analytical and theoretical framework to understand the emerging practices in the world of Digital Marketing. It will cover the what, why and how of major current approaches, including online listening and monitoring, search engine optimization and social media participation.

2. Learning Outcomes

- Understand how they can use digital marketing to increase sales and grow their business.
- Using digital marketing efforts to connect you with consumers on the Internet.
- Increasing the visibility of your business and helping you with building a great reputation for your business in the online arena.
- Helping you to analyze data generated in the process of digital marketing and using it for decision making.
- Become familiar with the elements of the digital marketing plan

3. Who Should Attend

- Working professionals with roles in Sales, Marketing, Business Development, Branding, Advertising, Communications and Digital Marketing who have specific responsibilities to market their products and services worldwide through online medium.
- Professionals in fields like Customer Relations, Product Development, HR, Consultation, PR etc. who have an increasing need to understand and employ social media marketing to increase reach and improve efficiency.
- Business Heads with the responsibility to identify innovative marketing channels and leverage social media for growth and outreach.
- Entrepreneurs and Business Owners who have the ambition to create and establish their business presence globally through online marketing.
- Interns or early professionals who want to enhance their knowledge in online marketing methods and want to know how to engage effectively with social media.

4. Objectives of Course

Advance Training in Digital Marketing intends with the following objectives:

- Facilitate effective design and innovation skills to create solutions to the real world problems.
- The program is aimed to provide skillset for entrepreneurship careers.
- Enhancing Technical and Business communication skills.
- To exhibit work ethics to be able to adjust to the dynamic work environment.

5. Eligibility

- +2 with any stream
- Knowledge of HTML and Internet

6. Duration of the programme

- Minimum 25 Hours
- Maximum 45 Hours

7. Opportunities in Digital Marketing

- Start own company
- Affiliate Marketing Income
- Professional Job
- Freelancing Job
- Content Writers
- Digital Marketing Manager
- Social Media Marketing Experts

8. Silent Features

- Certificate of Completion from OJSS IT Consultancy
- Case studies, simulations & class exercises
- Learn tactics for successful Digital Marketing Strategy
- Learn from the best
- Leverage Digital Marketing channels
- Insights into common Digital Marketing mistakes

9. Fee Structure

The detailed criteria of fee structure are given below:

- For Indian Residents: **Rs. 25,000**

“

- Fee in favour of “OJSS IT CONSULTANCY”.

10. Financial assistance is provided to the students:

- 10% fee waiver to Défense Personnel Ex-Servicemen & their wards.

11. Syllabus

1. Introduction to Digital Marketing

- Scope and expectations from the course
- Marketing in the digital world
- Global trends in Digital Marketing
- Digital channels - Paid, Owned and Earned
- Fundamentals on the primary asset - your website
- Careers in digital marketing
- Skill development in digital marketing

2. Keywords

- Keywords - significance and planning
- Using Keyword Planner and other tools
- Keyword matches and their usage

3. Creation of Website

- Design websites, microsites and landing pages
- Important things to consider before you set up website domain and server
- Content Management Systems and their roles
- Understanding the structure and navigation of websites
- Principles of good user experience and user interface
- Google Blogger

4. Infographics

- Design presentations
- social media graphics
- Facebook Cover
- Facebook Post
- Google Header
- Instagram Post
- Invitation Card
- Kindle Cover
- Poster Design
- Presentation
- Photo Collage
- Twitter Header Design
- Poster Design
- Logo Design
- Brochure Design
- Certificate Design

5. Search Engine Optimisation (SEO)

- How search engines work
- Search Results - types and significance
- Different search queries and their significance
- Understanding SEO and key factors determining the same
- Components on SEO – onsite and off page.
- Content driven SEO
- Keyword Research and Planning
- Using tools to get effective keywords
- Art and science of tags, schema and descriptions
- Duplicate contents
- Implementing Robot.txt and Sitemap
- Tools for SEO
- Google Webmaster and Yahoo Webmaster

6. Fundamentals of Google Ads

- Understanding Pay-per-click Advertisement
- Significance and evolution of Google Ads in PPC
- Different Ad Formats
- Campaign Structure and Organisation
- Quality, Rank and Relevance of Ads
- Bidding and budget
- Targeting Setting

7. Video Advertising using YouTube

- YouTube - why you need to be there?
- YouTube format, tools and targeting
- Video Campaign Creation
- Video Campaign tracking and optimization
- Video Ad performance and best practices
- You Tube Analytics

8. Social Media Marketing

- What social media can do for you
- Different social media platforms
- Unwritten rules of Social Media Marketing
- **Facebook for business**
- Using of Facebook tabs and apps
- Using of Facebook groups and events
- Facebook page Insights
- Creating and running Facebook ads
- Targeting – the structured approach
- **Instagram for business**
- Instagram strategies

9. Web Analytics

- Introduction to web analytics
- Importance of web analytics
- How web analytics work
- Campaign tracking through URL
- Different types of web analytics and the respective tools
- How Google Analytics work
- Dimensions, metrics and other common terminologies
- Setting up Google analytics
- Creating and customizing reports and dashboards
- Content Performance

10. Google Business Registration

11. Online Reputation Management

- V-Card Designing
- QR Code Designing
- Introduction to Miss Call Number
- Introduction to Bulk SMS Google
- Profile Optimization Google

12. Consider these scenarios also:

- What if your product/service sparks too much criticism?
- What if your employees are not social media savvy?
- What if your competitors take advantage of this?

Contact Us:

Web: www.ojssindia.in

Email ID: ojssindia@gmail.com

Mobile No: +91 788926025

