HR REMEDY INDIA

ADVANCED DIGITAL MARKETING PRACTICAL TRAINING

DIGITAL MARKETING TRAINING SYLLABUS

Module 1: Digital Marketing Basics

- 1.1 What is Digital Marketing?
- 1.2 Evolution of Digital Media
- 1.3 Digital Marketing Ecosystem
- 1.4 Digital Marketing Process
- 1.5 Scope of Digital Marketing
- 1.6 Digital Marketing Vs Traditional
- Marketing

Module 2: Business Analysis For Online Marketing

- 2.1 Business
- 2.2 Products / Services
- 2.3 Target Customer Profiling , location
- 2.4 USP
- 2.5 Competition
- 2.6 Marketing Objectives & Budgets

Module 3: Website Management

- 3.1 Domain Management
- 3.2 Web Hosting Management
- 3.3 Website Index
- 3.4 Concept / Positioning
- 3.5 Navigation, Layouts, color scheme, fonts
- 3.6 Call to action

Module 4: ON Page Optimization (Part of SEO)

- 4.1 Keywords Research from Google Keyword planner
- 4.2 Creating Mobile Friendly Website
- 4.3 Meta tags --Descriptions,Keywords, Robots, Author, Country
- 4.4 Image naming – Image descriptions ALT tag creation
- 4.5 Redirection Tags, Heading tags (H1 to H6)
- 4.6 Anchor Text , link title
- 4.7 Content writing, SEO friendly content writing
- 4.8 Alexa

Module 5: OFF Page Optimization (Part of SEO)

- 5.1 What is organic search?
- 5.2 What is Google Page rank and how to increase it
- 5.3 What is Back linking, Importance of back linking
- 5.4 Press Release submission, Blog posting
- 5.5 Social Networking, social bookmarking
- 5.6 Increasing website visit through blogging, Social Media
- 5.7 Comment writing, Discussion in Forum
- 5.8 Local SEO
- 5.9 Business listing Search Engine Submission

Module 6: Blogging to get more back linking

- 6.1 Blogging Objectives
- 6.2 Deciding Topic of Blogging
- 6.3 Selecting the Right Platform
- 6.4 Designing Blog
- 6.5 Getting Most out of Blog

Module 7: Search Engine Marketing (GOOGLE AD-WORDS & DISPLAY ADS (PPC))

- 7.1 Google Ad words Concept
- 7.2 Pay Per Click Overview (PPC)
- 7.3 Devising PPC Strategy
- 7.4 Google Ad-word account Setup
- 7.5 Landing Page—UI / UX, Call to Action
- 7.6 Setting up Campaign
- 7.7 Ad Writing Techniques
- 7.8 Set Up billing preference
- 7.9 Managing Different Campaign
- 7.10 Creating Ad Group
- 7.11 Ad writing skill
- 7.12 Finalizing Keywords-Keywords, Negative keywords
- 7.13 Bid Management-CPA Bidding, Position Preference
- 7.14 Optimizing Quality Score
- 7.15 Click Through Rate (CTR)
- 7.16 Remarketing
- 7.17 Display & Video Formats
- 7.18 PPC Vs Google Analytics
- 7.19 Reporting system
- 7.20 Measuring ROI

Module 8: Google Analytics

- 8.1 Four Basic Components of Google Analytics Collection, Processing, Configuration & Reporting
- 8.2 Data Type: Dimensions Vs Metrics
- 8.3 Visitors, Visit, Page views, Events, Time bases Metrics, Bounce rate, Event Tracking
- 8.4 Tagging with your site with Google Analytics code, setting up Google analytics account
- 8.5 Filtering reports for your Business, Different Traffic, Conversion and User Engagement
- 8.6 Reports for Next Strategy
- 8.7 Other Analytics
- 8.8 Face book Analytics, You tube analytics, Twitter analytics.

Module 9: Google Webmaster

- 9.1 Adding site and verification
- 9.2 Setting Geo target location
- 9.3 Search queries analysis
- 9.4 Crawls stats and Errors
- 9.5 Sitemaps
- 9.6 Robots.txt and Links Removal
- 9.7 HTML Suggestions

Module 10: Google Algorithms

- 10.1 Google algorithm
- 10.2 Algorithm updates
- 10.3 When Google penalize the website
- 10.4 Google Hummingbird Algorithm
- 10.5 Google Panda Algorithm
- 10.6 Google Penguin Algorithm
- 10.7 Google EMD Updates

Module 11: Introduction to Social Media

- 11.1 What is Social Media Marketing & its Impact
- 11.2 Benefits of using Social Media
- 11.3 Facebook Marketing
- 11.4 Face Book -- Building& Managing Fan base, Promotional Strategy
- 11.5 Facebook Marketing
- 11.6 Types of Facebook ads VS Google Adwords
- 11.7 LinkedIn Marketing
- 11.8 LinkedIn Strategy
- 11.9 Creating a LinkedIn Profile
- 11.10 Creating Company Page
- 11.11 Improving Connections
- 11.12 LinkedIn Marketing
- 11.13 Leveraging Professional network
- 11.14 Other Social Networks
- 11.15 Instagram,Pintrest ,Twitter and YouTube marketing
- 11.16 Real world to online socializing
- 11.17 Slide share, Flicker, Google+, other social media platform

Module 13: Affiliate Marketing

- 13.1 Introduction to affiliate marketing
- 13.2 Models of affiliate marketing
- 13.3 How to generate and convert leads
- 13.4 Guide to success

Module 15: Online Reputation Management

- 15.1 Getting Started with Online Reputation Management
- 15.2 Creating online reputation
- 15.3 Listening to Online Audience
- 15.4 Establishing Reputation
- 15.5 Responding to Crisis

Module 12: Email Marketing & Mobile Marketing

- 12.1 Email Marketing Tool / Email marketing software
- 12.2 Creating Account for Email Marketing
- 12.3 Email Lists / data
- 12.4 Email Content – Relevance, Timing, Incentive, Creative, attributes
- 12.5 Designing Emailers, Email template model
- 12.6 Rolling Out Emailers

Module 14: Earning Through Adsense & Blogging

- 14.1 Introduction to AdSense
- 14.2 Google sharing
- 14.3 How to generate more money through AdSense
- 14.4 Professional blogging

2008	2009	2010	2011	2012	2013	2014	2015	2016
PERMANENT RECRUITMENT	**RECRUITMENT PROCESS OUTSOURCING**	**CORPORATE TRAINING**	**HR CONSULTING**	**PAYROLL OUTSOURCING**	**HR PRACTICAL TRAINING**	**DIGITAL MARKETING PRACTICAL TRAINING**	**HR SHARED SERVICES**	**IMAGE CONSULTING**
~ India's No 1 consultant for BFSI Recruitment ~ 500+ Clients ~ Recruited 50,000+ candidates	~ Catering BFSI ~ Developed own ATS ~ Working for PAN India	~ Pune's best & experienced training ~ Modern methodology ~ 20 different types of corporate trainings	~ Developed modern HR strategies for MNCs ~ Cross culture development ~ Change management	~ Delivering pay cheque & beyond. On time ~ 100% TAT ensured for Payroll delivery till date	~ India's 1st Practical Training with own methodology ~ Trained more than 1,200 students, 85% of them working in good companies	~ Practical methodology ~ Expert facilitator	~ Compliance Management ~ HR Administration Management ~ HR coach services	~ Own developed practical methodology ~ Collection of huge exercises, corporate videos ~ Expert facilitators

Training Methodology
- 100 % Practical
- Live case studies
- Live work on website
- Weekly Revision

Training Highlights
- Pioneer of Digital Marketing Practical Training in India.
- Trained 2000+ students in last 3 years & more than 50 % are from business background.
- Pune based well equipped 5 offices with all the latest Digital Marketing tools &Software.
- Weekend Batches for working professionals.
- Live experience of working with the industry team.
- Top notch training by highly qualified and experienced experts.
- Preparation of Professional CV from Job Market Analyst.

NOTE: - For admission & other queries please call: 7774018434 or Mail us: Training@hrremedyindia.com

FAQs

Que. 1 - After this training what type of Job I can do ?
Ans. 1 - After this training you can work as Digital Marketing Executive , SEO Executive , SMO Executive
Email Marketing Executive , Online Marketing Executive , Digital Marketing Consultant Also you can work as
Freelancer Content Writer , Blogger , etc.

Que. 2 - Is this Training will be helpful to my Business ?
Ans. 2 - Yes. Most of the business are going online .You can promote your product & services through digital
marketing and increase the visibility , more sell , more business.

Que. 3 - What are the chances of getting JOB after this training program from HR REMEDY INDIA ?
Ans. 3 - You have 100% chance to get into decent Job in Digital Marketing field . There are 2.5 Lacs new jobs
are coming up in Marketing Industry by 2017   There are Industries who keep eyes on our students for
placement like Ad Agencies , SEO Companies, E-commerce Companies , Real Estate , etc.

Que. 4 - Do we get Practical Knowledge here   ?
Ans. 4 - Yes. HR REMEDY INDIA is known for Practical Training Program & this training program
is specifically design in practical way where you will get chance to work on live projects as well. Text   here

Que. 5 - Who are your Trainers ?
Ans. 5 - Our Trainers are Experienced Digital Marketers, working in Industry from last 12 years as CEO, Sr.VP ,
Sr. Manager Level.

Que. 6 - Why HR REMEDY INDIA for Digital Marketing Training?
Ans. 6 - HR REMEDY INDIA is HR Company and we are very & Corporate Training from last 9 years. We do
Recruitment of Digital Marketing Candidates; we do corporate training for Digital Marketing for our client
companies. In last 3 years we have made bench mark of providing Digital Marketing Practical Training which
includes detail Digital Marketing syllabus. Our Practical Training Methodology is very unique and more profitable
to learners.

Smart students are coming from different companies and Colleges to do Digital Marketing Certification Course at HR Remedy India

Our Students are working with

See More
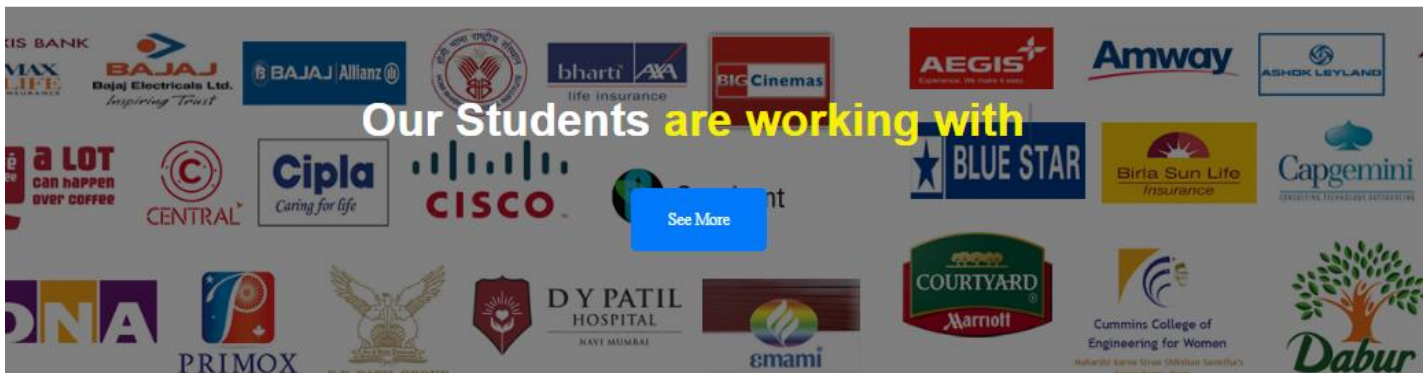
We are serving our clients from 10+ years ..

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