



Talenteye Academy

ADVANCED DIGITAL MARKETING TRAINING

COURSE MODULE- Jan-2018



Who Should Study?

Traditional Marketers

Are you a traditional marketer? Its time to upgrade your skills and harness the power of digital channel for reaching out to your customers.

Management Graduates

Just finished your MBA or BBA, but not studied digital marketing? You must update your skill sets to be in demand and perform well in your career.

Business Owners

Own a start-up or SME? It's the right time for you to understand digital marketing and target specific audiences through digital marketing for better ROI.

Digital Marketers

If you are stuck with a solo SEO or Social media role, time to understand and strategize in this digital ecosystem. Update yourself to remain competitive



Course Structure

25% Theory | 35% Case Studies | 40% practical & Projects

Module-1:

What is Marketing

- The 4Ps & 3Cs
- What is branding
- STP framework

Module-2:

Digital Marketing Foundation

- What is Digital Marketing
- Zero moment of truth (ZMOT)
- Landscape and trends
- Overview of Digital Marketing techniques
- Introduction to web properties/ assets
- Domain Registration and Hosting
- Create working website: - Designing : CMS, Plug-ins, WebPages (Mandatory)
- Case Study

Module-3:

Search Engine Optimization (SEO)

- Introduction to SEO
- Search engine mechanism
- Keyword research and tools
- Understanding keyword competition

- On page optimization
- Robots.txt, Sitemaps
- Off page optimization
- Page rank , Structured Data Mark up
- Practicals and case studies

Module-4:

Search Engine Marketing (SEM)

- Introduction to SEM
- Screening and short listing Keywords
- Campaign set-up- Targeting and monitoring
- Create working Landing Pages (Mandatory)
- Result analysis- PPC Ads on Google
- Case studies & practical's

Module-5

Social Media Marketing (SMM)

- Introduction to social media marketing
- Why Social media and channel optimisation
- Social media paid advertising



- Facebook, Twitter, LinkedIn, Snapchat, Pinterest advertising
- Content creation and automation tools (Exclusive from Talenteye)
- Practicals & Case studies (Latest case studies on Indian market)

Module-6 **Email Marketing**

- email marketing basics
- Best practices and case studies
- Use of automated tools
- Practical's & Case Studies

Module-7 **Mobile Marketing**

- Basics of mobile marketing
- Mobile apps
- App acquisitions and engagement
- App analytics tools

Module-8 **Content Marketing**

- Buyer Persona
- Content Format, bank & calendar
- Content creation- Things to care
- Content distribution
- Content marketing strategy

- Inbound marketing, Content & lead generation- A connection

Module-9 **Digital Marketing Strategy**

- Understanding ecosystem
- Audits
- Analysis
- Strategy Formulation
- Testing & scale up
- Case studies

Module-10 **Growth Hacking**

- Why, When of How of GH
- Right Channels
- Acquisition- Engagement- Transaction-Retention

Module-11 **MarTech**

- Introduction to Marketing Technology
- Marketing Automation (Live practical)
- Case study of Hubspot

Extra Classes-

- Doubt clearance
- Interview preparation
- Resume writing assistance



Talenteye Academy

Digital Marketing Tools

**You will be using almost 30
latest tools during the
course.**

Digital Marketing Certificates

Course Completion Certificate

Google AdWords Fundamental

Google Analytics

Google Display Advertisement

Content Marketing from Hubspot