

Surat Digital Marketing School



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**DIGITAL MARKETING
COURSE**

ABOUT

The program will ensure practical approach and real time case-studies as major learning resources. The faculties keep on investigating the constant changes in the trend and analysis the future propositions accordingly.

DIGITAL MARKETING

Our institute will teach from the basic of Digital Marketing, starting from what is marketing and the difference between Traditional Marketing and Digital Marketing. We will also teach you why the shift from traditional to digital marketing is required. The course will involve all the trends and techniques of Digital Marketing. The whole course curriculum will be discussed in the first lecture 'Digital Marketing overview'.

- What is marketing?
- How many types of Marketing?
- Difference between Traditional and Digital Marketing?
- What is Digital Marketing?
- Benefits of Digital Marketing
- The scope of Digital Marketing
- Digital Marketing tools and techniques
- Live case studies of business
- Freelancing projects

SEARCH ENGINE OPTIMIZATION

SURAT DIGITAL MARKETING SCHOOL covers all the details in this module. Beginning from which are the major search engines to how can you rank on a Search Engine Result Page (SERP). The tools and algorithms of search engine optimization (SEO) are taught here very deeply. Training of introduction to search engines, keyword research and competition, On-Page SEO and Off-Page SEO. The module has the following materials like:

- What is a Search Engine?
- Which are the top Search Engines?
- How Does Search Engine work?
- On-Page Search Engine Optimization
- Off-Page Search Engine Optimization
- What is Spider?
- What is crawling?
- What is indexing?
- Google Keyword Planner
- Link Building
- Long tail Keywords

CONTENT MARKETING

SURAT DIGITAL MARKETING SCHOOL trains the digital marketing aspirants, all kind of content marketing. Training starts from the basics like what is content, why it is needed, how to create the correct content and reach till how can you use content for the growth of a business. Training includes practicing on the live case studies of business modules so that everyone gets skilled in content marketing.

- What is content marketing?
- Introduction to content marketing
- How to write content?
- Why content marketing is important?
- What are the types of content?
- How to market content?
- How to create a blog?
- How to deliver the blog?
- Role of social media

FREELANCING PROJECTS

SURAT DIGITAL MARKETING SCHOOL is keen to train every digital marketing aspirant thoroughly for digital marketing. VIKAAS PAREKH'S SURAT DIGITAL MARKETING SCHOOL provides freelancing projects to every student so that he can practice whatever he has learned from the training. Live project exposure is guaranteed for every individual.

- What is Freelancing?
- Why it is needed?
- How to take projects?
- How to market the business?
- How to communicate with the client?

AFFILIATE MARKETING

This module covers all the fundamental details of Affiliate Marketing, how it is processed, why it is needed and how to get influencers for the same. The module will train you to have an upper hand in affiliate marketing and have the correct counseling for the clients.

- What is affiliate marketing?
- Benefits of affiliate marketing
- Process of Affiliate marketing
- Branding and promotions

FACEBOOK PIXEL

Learn how does Facebook pixel work? Understand how people react to your advertisement and how does it influence your website analytics. Pixel data helps you to make sure that you are showing your advertising to the right target audience.

- What is Facebook pixel and how it works?
- How to install Facebook pixel
- Measure, Optimize and Build your audience
- How to measure cross device conversions
- Optimize delivery to right target audience
- Exploit and explore custom audiences from website traffic
- Research on Facebook pixel events
- How Facebook pixel works
- Learn techniques of conversion optimization
- Setting up Facebook pixel
- What is the function of Facebook pixel word press
- Reach business goals

LINKEDIN MARKETING

Learn LinkedIn Marketing Strategy. LinkedIn Platform is not only for job seekers or Professionals. It is more about making connections with people, getting engagement and generating leads for your business. Be powerful in LinkedIn Marketing Course through SURAT DIGITAL MARKETING SCHOOL leaders. It focuses on brand awareness and making your digital marketing strategy more powerful.

- Marketing and analyzing on LinkedIn
- How to use LinkedIn for marketing
- Hacks to grow your business
- Are LinkedIn Ads worth?
- Making powerful LinkedIn Marketing Strategy
- How to work as LinkedIn Marketing Agency

GOOGLE ANALYTICS

This module will cover how Google tools work, how to use Google analytics in Digital Marketing and all the techniques related to Google. How to create a website, how to place it in a higher rank, how to get more traffic for your website, and how to analyze the traffic. Google Analytics is a very deep module, the training elements involve

- What is Google Analytics?
- Importance of Analytics for Business
- Introduction to Google Analytics
- Setup Google Analytics Account
- Understanding the Bounce Rate?
- What is mean by Real Time in Analytics?
- What is Audience?
- How to check the statistics?
- What is the Demographics in Google Analytics Account?
- What is Language in Google Analytics Account?
- What is System and Mobile in Google analytics in Account?
- How to check user flow in Google Analytics?
- What is ACQUISITION in Google Analytics?
- How do you measure ACQUISITION?
- Search Console at a Glance in Analytics tool
- Understanding Goals and Conversions
- How to set up funnels
- Importance of funnels

SEO TOOLS

- Alexa Rank
- Woorank
- Broken link checker
- Whois.com
- Website speed tool
- NP website analysis tool
- Competitor analysis tool
- Mobile responsiveness checker tool
- Google AdWords keyword planner
- Back link tool
- Many other

DOMAIN AND HOSTING

- How to buy a domain?
- How to operate it?
- Which domain is best suitable?
- What are the sources for a domain?
- What is hosting?
- Why hosting is important?
- How to use hosting?

INFLUNCER MARKETING

- Introduction to Influencer Marketing
- Why influencer marketing is needed?
- How to find influencers?
- How to choose the right influencer?
- Who are Influencers?

WORDPRESS

- What is coding?
- Why you don't need to learn to code?
- What is WordPress?
- How WordPress is used on a website?
- What are the benefits of using WordPress?

FACEBOOK SALES FUNNEL

Master in Facebook funnel analytics and Spearhead highly targeted Facebook ads that lead to sales. It's a smart technique to make sure that your visitor who seems to be interested in your product or service buys it as an end result. It is a step-wise sales-goal oriented process and systematic emotional + logical procedure which is known as funnel. Understand Facebook funnel blueprint by our experts.

- What is Sales funnel and how does it look like?
- Science, psychology and art behind sales funnel
- How to appeal users at different stage of busying process
- How to set-up a sales funnel
- Purpose of sales funnel
- Understand Facebook funnel template
- Facebook advertising strategy
- Make maximum conversions

MOBILE MARKETING

Many of you might not be aware that digital marketing can also take place from mobile. SURAT DIGITAL MARKETING SCHOOL will train you the module of mobile marketing and why it is important. How to engage with users and many more things.

- What is Mobile Marketing?
- Advantages of Mobile Marketing
- Mobile Apps Engagement
- Growth in the Mobile Industry
- Promoting Site in Mobile Apps
- Advantages of Mobile Marketing
- Targeting Options in Mobile Apps
- Mobile Marketing Goals
- Mobile Ad Formats
- App Creation Strategy

EMAIL MARKETING

This module concentrates mainly on engagement and selling of business through email marketing. The trainers will train in you in all the tricks and techniques of Email marketing. Email marketing is a very important course as it is the most effective way for a business to grow and market its product and services.

- What is Email Marketing?
- Why Email Marketing is needed?
- Email Marketing Software's
- Email Marketing Goals
- Introduction to Mail Chimp
- Mail Chimp pricing structure
- Email marketing strategy
- Creating a subscriber list
- Integration of forms in site
- Import subscribers in the list
- Types of email marketing campaigns
- Creating an email campaign
- What is a newsletter?
- Design a Newsletter

GOOGLE ALGORITHM

Google algorithm is the most important part for digital marketing. For a business to grow and market online Google is the best platform and SURAT DIGITAL MARKETING SCHOOL will train you how to manage your website online and rank it on top through the module of Google Algorithm

- Google panda
- Google Penguin
- Google Humming bird
- Google pegin
- Google rank brain
- Google Possum

SOCIAL MEDIA MARKETING

Social Media Marketing is very crucial for digital marketing. There are various social media platforms which can be used for growing a business. The main tools and techniques of Social Media Marketing are taught here. The training is provided on live case study-based projects so that a student can learn from it practically.

- Facebook
- Instagram
- Twitter
- Pinterest
- LinkedIn

FACEBOOK CHAT BOT

Learn how to get a messenger bot and understand the psychology of how user asks questions and how to tackle it technologically. Master this advanced Artificial Intelligence Program and solve your user's queries quick and perfect anytime, anywhere! Be expert in Facebook messenger bots for business through case studies and real time company Facebook messenger bot examples.

- Chat bots to generate leads
- Biggest Content Challenges
- Understand Many Chats, Chat Fuel, and Dialogue flow
- Connecting to facebook business page
- Creating welcome message and default answer
- Set up Conversion Navigation
- How to channelize many chats
- Linking blocks to main Navigation
- Putting chatbot dialogues
- How to insert – Text card, Typing, Quick Reply, Image, Gallery, Go to Block, To Sequence, '+' Sign
- Creating artificial intelligence
- Launching chatbot
- Other bot-building tools

YOUTUBE MARKETING TECHNIQUES

YouTube Marketing 2019 is a need of hours today! Market your brand on Internet's Second Largest Search Engine – YouTube. Improve your Search Engine Optimization and make yourself expert in brand presence. Publish unique content and get traffic on your content. Learn Digital Marketing Plan and execute it successfully.

- Why is YouTube marketing important?
- Learn various YouTube Marketing Services
- How do you promote any brand / product / service on YouTube?
- How much does it cost to advertise on YouTube?
- Where can I share YouTube videos?
- Develop YouTube Marketing Strategy 2019
- Monetizing through YouTube Marketing