

# Advance Digital Marketing

Duration:

Pre-requisites: Basic Computer Skills

## Module 1 (Digital Marketing Foundation)

- About Internet Marketing, working methodology, difference between traditional, inbound, and outbound marketing methodologies
- Tools to create Buyer Persona

## Module 2 (Competitor and Website Analysis)

- Different ways to do competitor research.
- Competitor Research Tools.
- Website Analysis Tools.
- Unique Selling Proposition – Checklist Download.

## Module 3 (Market Research & Niche Potential)

- Tools to create lead magnets for your business site.
- Web Development – MYSQL, Core PHP

## Module 4 (Website Design using WordPress CMS)

- Landing Page builder tools.

## Module 5 (Content Creation and Promotion)

- Copywriting Tools to speed up the process.
- Templates to write great headlines.

## Module 6 (Search Engine Optimization (SEO))

- SEO Strategy.
- SEO Reporting
- Link Building Tools.
- Keyword Research Tools.
- Back Analysis Tools.
- Technical SEO Tools.
- Grey Hat Methods to rank higher on Google SERPs.

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## Module 7 (Social Media Marketing, Optimization & Advertising)

- Platform Specific Tools and Checklists

## Module 8 (PPC Google Ads Campaign Management, Optimization, and Reporting)

- Create highly effective landing pages with these tools.
- These tools are to help you with competitor research for paid ads.
- Projects and code challenges.

## Module 9 (Mobile Marketing (SMS Marketing))

- 30+ Resources to Mobile and SMS Marketing.

## Module 10 (GEO Marketing)

- Google My Business Checklist download.

## Module 11 (YouTube Video Marketing & Advertising)

- Important YouTube Video Marketing Tools and Resources.

## Module 12 (Website Data Analytics)

- Google Analytics Tool Checklist.
- Web Analytics Tools.

## Module 13 (Extra)

- Affiliate Marketing
- Blogging
- Freelancing
- Google AdSense