

P. C. E. T.'s

S. B. Patil Institute of Management

**903 – Certification Course for Marketing
Syllabus for 2017 – 18**

Digital Marketing Training Proposal

Scope of Work For

Conducting Digital Marketing Training for SB Patil Institute of Management

SB Patil Institute of Management

Digital Marketing Ecosystem

- Introduction to Digital Marketing
- Platforms & Market Share
- Digital Advertising Strategy
- Digital Marketing Industry Industry Trends

SB Patil

Institute of Management

- Understanding Program Structure

George Edwards

- Post Advertising Program Management
- Understanding Advertiser Campaign Structure
- Understanding Different Billing Strategies
- Understanding Campaign Setup for Display
- Defining Ad Groups & Keywords for Display
- Understanding Different Billing
- Understanding Ad Auction Factors
- Understanding Bid Adjustment
- Understanding Quality Score & Ad for
- Understanding Conversion Tracking
- Keyword Plus Site & Dynamic Search Ad
- Ad Customization for Advertisers
- Understanding Display Campaign Reporting
- Understanding Remarketing Campaign & Setup
- Understanding Video Campaign & Setup

By



18th September 2017




Director
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Sector No. 26, Nigdi,
Pradhikaran, Pune-411 044.

Scope of Work

Conducting Digital Marketing Training for SB Patil Institute of Management.

Below is the Digital Marketing Course Structure for the same:

Digital Marketing Ecosystem

- Introduction to Digital Marketing
- Key Players & Market Share
- Digital Advertising Market Share
- Digital Marketing Industry Industry Trends
- Understanding Different Websites
- Understanding Revenue Models
- Understanding Pricing Models

Google Adwords

- Paid Advertising Pricing Fundamentals
- Understanding Adwords Campaign Structure
- Understanding Different Bidding Strategy
- Understanding Campaign Settings for Different Verticals
- Defining Ad Groups & Keywords for Campaigns
- Understanding Differential Bidding
- Understanding Ad Position Factors
- Understanding Bid Automation
- Understanding Quality Score & Ad Rank
- Understanding Conversion Tracking & Setup
- Keyword Insertion & Dynamic Search Ads
- Ad Customization for Ecommerce
- Understanding Display Campaign Targeting
- Understanding Remarketing Campaign & Setup
- Understanding Video Campaign & Setup




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- Understanding Video Campaign & Setup
- Data Interpretation of Adwords
- Understanding Improving Different Metrics
- Understanding Competitive Metrics
- Budget Planning & Allocation for Campaigns
- Creating Live Campaigns in the Class (Institute to provide 5K for students for creating live campaigns)

Search Engine Optimization

- Understanding Website Structure
- Understanding Website Structure for E-Commerce
- Content Strategy for Website
- Keyword Research for SEO (Keyword Planner, Keyword Discovery, SpyFu, SEM Rush)
- On Page Optimization
- Title Tag, Description Tag, Header Tags, URL Structure, Keyword Density, Alt Tag, Anchor Tag
- Sitemap, Robots.txt, www resolve, Custom 404 Error, Canonical Tag, Page Load Time, Redirection (301 & 302)
- E Commerce SEO
- Accelerated Mobile Page
- Business Listings
- Off Page Optimization
- Guest Blogging, Classified Submissions, Article Submissions, Blog Commenting & Forum Answers, Directory Submissions, PR Submissions, Social Bookmarking, Video Submissions
- Google Updates: Panda, Penguin, Humming Bird, Pigeon, Possum

Social Media Marketing

- Understanding Objectives of Platforms
- Facebook Advertising
- Twitter Advertising
- LinkedIn Advertising
- Social Media Content Strategy
- How to trend a Hash Tag
- Influencer Marketing
- Case Studies: Logitech, Fast & Furious etc




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Google Analytics

- Setting up Google Analytics
- Understanding Key Terms in Google Analytics
- Traffic Sources Data
- Understanding Bounce Rate & How to reduce it
- Setting Up Goals
- E-Commerce Conversion Tracking
- Setting Up Re-Marketing from Google Analytics
- Understanding Assisted Conversions
- Data Interpretation of Analytics
- Key Factors to look at for Better Optimization
- How to improve Conversion Rate on the website
- Reporting

Email Marketing

- Fundamentals of Email Marketing
- OptIn & Double Optin Database
- Email Marketing Content Strategy
- Email Marketing Do's & Don'ts
- Email Automation
- Creating Email Automation Campaigns

Mobile Marketing

- Mobile App Marketing
- Mobile App Analytics
- Missed Call Marketing
- SMS Marketing
- Mobile App – Metrics
- Mobile Marketing Networks




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Ad Networks

- Understanding Ad Networks Ecosystem
- Types of Ad Networks
- Key Players
- Metrics for Ad Networks

Influencer Marketing

- What is Influencer Marketing
- How to Leverage Influencer Marketing
- Influencer Marketing Platforms
- Case Study

Training Program Duration:

50 Hours of Training

Training Program Fee's

5,000/- Per Student (if students less than 20)

4,500/- Per Student (if students 20 or more than 20)

Payment Terms:

- 15 Days Post the Start Date of the Training Program

Other terms:

- Course does not include any development training, training is only related to Digital Marketing
- Scope of work includes only things as mentioned as above, anything outside the scope needs to be discussed in all aspects
- As mentioned earlier 5k to be given by the Institute to the student for training on Adwords & Facebook

Confirmation of the agreement by both parties for the above




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Syllabus for 2016 - 17**

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SMO (Social Media Optimization)

Social Media Marketing Planning:

- Demand Analysis
- Target Audience Analysis
- Buyer's Persona Creation
- Content Creation Planning

Content Creation :

- Content Idea Creation
- Making Shareable Content
- Graphics Ideas and Creation
- Basic Video Creation for Social Media Marketing
- Audio Content Creation and Using Platforms
- Content Creation Tools

Creating Social Media Marketing and Management Action Plan

Facebook Marketing Complete Marketing Techniques

Twitter Marketing and Management

Linkedin Marketing and Management

Google+ Marketing Management

Instagram and Pinterest for Marketing

Social Media Marketing Tools

Social Media Advertising on various Social Platforms

Social Media Reporting


Social Media Marketing ROI measurement

International Certification for Social Media from various associations and market places

Fee - 10000 per candidate (10 Candidates) / 7000 per candidate (15 Candidates)

Duration: 40 - 50 Hours




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SEO (Search Engine Optimization)

Demand Analysis:

- Demand Analysis with Online Tools
- Competitors Analysis
- Keyword Analysis

Onpage SEO :

- Website Audit
- Content Audit
- Usability Audit for SEO
- Content Planning
- Onpage SEO Implementation
- Webmaster and Analytics Implementation
- Crawling Testing
- Onpage SEO Testing Report

Offpage SEO :

- Basic Offpage SEO Planning
- Traffic Building Techniques
- Blogging
- Forum Posting
- Article Submission
- Press Release
- Social Media for SEO
- Link Exchange
- Link Building
- Daily SEO Activities
- Social Bookmarking
- Directory Submission
- Content Marketing Advance
- Link Tracking

Google Analytics Advance Training

Google Webmaster Advance Training

SEO Reporting

SEO Tools

SEO International Certification Preparations along with Google Certification

Google Adwords with google certification

Fee - 10000 per candidate (10 Candidates) / 7000 per candidate (15 Candidates)




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Syllabus for 2015 - 16**

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“ADVANCE PRACTICAL TRAINING - IN
DIGITAL MARKETING”




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TOPICS

DURATION

Introduction to Digital Marketing

2 Hours

Business Analysis For Digital Marketing

2 Hours

Digital Marketing Research

2 Hours

Preparing Digital Marketing Business Plan

2 Hours

Web Designing (UI) Overview

4 Hours

Marketing Storefront Overview

2 Hours

Blogging Overview

2 Hours

SEO (Search Engine Optimization)

4 Hours

SEM (Search Engine Marketing)

4 Hours

Social Media Marketing

8 Hours

Email Marketing Overview

4 Hours

Digital Collaborations

2 Hours

Online Reputation Management

4 Hours

Selling Skill & Negotiation Skills
(Module for MBA Students to gain insights &
Improve selling skills)

8 Hours




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1. INTRODUCTION TO DIGITAL MARKETING

- ▶ Evolution of Digital Media
- ▶ Internet Eco System
- ▶ Digital Marketing Ecosystem
- ▶ Digital Marketing Process

2. BUSINESS ANALYSIS FOR ONLINE MARKETING

- ▶ Business
- ▶ Products / Services
- ▶ Target Customer Profiling
- ▶ USP
- ▶ Competition
- ▶ Marketing Objectives & Budgets

3. DIGITAL MARKETING RESEARCH

- ▶ Broad Keywords Listings
- ▶ Keywords based on Google
- ▶ Directory Portals
- ▶ Social Media through Competitors Website

4. PREPARING ONLINE MARKETING BUSINESS PLAN

- ▶ Defining Digital Marketing Goals
- ▶ Re arranging your marketing mix
- ▶ Digital Marketing Objectives & Budgets

5. WEB DESIGNING (UI)

- ▶ Domain Management
- ▶ Web Hosting Management
- ▶ Website Index
- ▶ Concept / Positioning
- ▶ Navigation
- ▶ Layouts
- ▶ Branding
- ▶ Color Schemes
- ▶ Fonts
- ▶ Call To Action
- ▶ Content Writing
- ▶ Creating Mobile Friendly Website

6. CREATING A MARKETING EFFECTIVE STOREFRONT

- ▶ Key Components of an Online Store
- ▶ Online Merchandising
- ▶ Storefront Requirements
- ▶ Do's & Don't's

7. BLOGGING

- ▶ Blogging Objectives
- ▶ Deciding Topic of Blogging
- ▶ Selecting the Right Platform
- ▶ Designing Blog
- ▶ Getting Most out of Blog

8. SEO (SEARCH ENGINE OPTIMIZATION)

- ▶ Keywords Research
- ▶ Site Index
- ▶ Content Writing
- ▶ On-page Optimization
- ▶ Off-page Optimization

9. SEM (SEARCH ENGINE MARKETING)

- ▶ Google Adwords
- ▶ Devising PPC Strategy
- ▶ Google Adword Ac Setup
- ▶ Setting Billing Preferences
- ▶ Setting Up Campaign
- ▶ Creating Ad Groups
- ▶ Ad Writing
- ▶ Bidding
- ▶ Optimizing Quality Score
- ▶ Reporting

10. SOCIAL MEDIA MARKETING

- ▶ Building & Managing Fanbase On Facebook
- ▶ Leveraging LinkedIn's Professional Network
- ▶ Twitter
- ▶ Youtube
- ▶ Slideshare
- ▶ Other Social Media Platforms
- ▶ Real World to Online Socializing




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11. EMAIL MARKETING

- ▶ Email Marketing Tool
- ▶ Creating Ac For Email Marketing
- ▶ Email Lists
- ▶ Designing Emailers
- ▶ Rolling Out Emailers
- ▶ Finding Subscribers to Emailers

12. DIGITAL COLLABORATIONS

- ▶ Google Drive
- ▶ Document Sharing
- ▶ Online forms for information capturing

13. ONLINE REPUTATION MANAGEMENT

- ▶ Getting Started with Online Reputation Management
- ▶ Organizing Teams
- ▶ Listening to Online Audience
- ▶ Establishing Reputation
- ▶ Responding to Crisis

14. DIRECT SALES & SELLING SKILLS

- ▶ Why Sales As A Career?
- ▶ The Customer: Your Bread & Butter
- ▶ Mental Attitude : The Power Of Positive Thinking
- ▶ Why People Buy?
- ▶ Selling Patter
- ▶ Lets Put Showmanship In Salesmanship
- ▶ Appearance & Sales Etiquettes
- ▶ The Time Element
- ▶ Being Important Is Very Important
- ▶ The Close
- ▶ Listening Is part Of Effective Selling
- ▶ Selling Intangibles
- ▶ Negotiation skill
- ▶ The Sales Persons Compensation
- ▶ The Complete Professional Salesperson




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