

P. C. E. T.'s

S. B. Patil Institute of Management

**903 – Certification Course for Marketing
Syllabus for 2019 – 20**

Digital Marketing Training Proposal

For

SB Patil

Institute of Management

By



4th October 2019

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
- 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

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

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 Classroom Training

6 Hours of Experiential Learning

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:

- 10 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