

**P. C. E. T.'s**

**S. B. Patil Institute of Management**

**903 – Certification Course for Marketing  
Syllabus for 2022 – 23**



**Digital  
Marketing  
Modules**

# Digital Marketing Modules



---

Introduction  
Digital Marketing



Fundamentals  
of Website



Google  
Adwords



Facebook &  
Instagram Ads



LinkedIn  
Advertising



---

Search Engine  
Optimization



Google  
Analytics



Google  
Webmasters



Email  
Automation



Lead  
Generation



# Digital Marketing Modules



# Introduction to Digital Marketing



What is Digital Marketing



Channels in Digital



Benefits of Digital Marketing



Types of websites in online business



Revenue models in online business



Introduction to OTT



Online Customer Journey

# Fundamentals of Website



Website Structure



Domains, sub domains



Server & hosting



Understanding CMS



Understanding Wordpress



Plugins in wordpress



Ecommerce website  
structure

# Google Adwords/Ads



Pricing Fundamentals



Account structuring



Ad Groups, Keywords & Match types



Search ads campaign creation



Dynamic Keyword Insertion



Ad Customiser



Differential bidding



Attribution Modelling



Display ads creation



Shopping & Video Ads creation



Remarketing



Measurement & optimization

# Search Engine Optimization



SEO Fundamentals



Ranking factors



Primary & secondary keywords



On page optimization



Off page optimization



Link juice and DA



Multi-regional SEO



Multilingual SEO



Structured data



Local SEO for multiple locations



AMP, FAQ Snippets and Answer box



Leveraging webmasters

# Social Media Advertising

## (Fb, Instagram, Linkedin & Twitter)



Facebook Business Manager



Facebook ads creation



Facebook - Traffic, Lead generation  
conversion, A/B campaigns



Conversion Set up



Remarketing



Instagram ads creation



Facebook Business Manager



Linkedin Advertising



Linkedin campaign creation



Twitter Advertising



Measurement &  
Optimization

# Google Analytics



Key metrics



Key dimensions



Understanding analytics from an Ecommerce business perspective



Measuring spends data



Measuring acquisition data



Measuring behaviour data



Measuring ecommerce & multi-channels data



Understanding assisted conversions



Custom lists for remarketing through analytics



Dissecting data and analysis

# Email Marketing



Overview



Terminologies in Email Marketing



List creation



Templates



Creating email campaign in mailchimp



Drip marketing



Email automation set up



Collection leads directly on mailchimp



Personalising emails



Email Reports

# Google Webmasters



Overview



Performance



URL Inspection



Coverage



Sitemaps



AMP



FAQ's



Links



Mobile Usability



Interpreting data

# Social Media Tools



SEMRush



Zoho Social



Hootsuite



Buffer



Similar Web



BuzzSumo



Canva



IFTTT



Tweetdeck



Piktochart



Google Data Studio