

IIM SKILLS

DIGITAL MARKETING MASTER COURSE

180 Hours of Comprehensive Digital Marketing Training Live Online
Interactive Classrooms | 3 Months Program | Tools Worth INR 79000+



Highlights of the Course :



180 Hours of Comprehensive Digital Marketing Training Lectures



Tools Worth INR 79000+



Lifetime Access To Training Material, Course Recordings, Class Presentations.



Global Placement Support through Dedicated Placement Cell



60 Hours Practical Assignments



Master Certification from IIM SKILLS & 15 Other Certification Preparation



Certifications preparation : Google, Hubspot, Facebook Blueprint

Why Us?



- Digital Marketing Master Course at IIMSKILLS is the Industry's most respected training program.
- The Key Features of Our course are:



Practical Learning



Master Certification



Tool Driven Course



Lifetime Access

Things you will learn:

- Benefits of using WordPress Website.
- Technical understand about WordPress Site Management.
- Front end & Backend Website Set Up.
- WordPress Customization.
- Plugins
- SSL Secure Socket layer for your Website.
- Understanding about themes.
- Wordpress Speed Optimization

Tools you will use :

- WordPress.
- Various Plugins like Yoast SEO, Sucurri Security, All in One
- WP Migrator,
Page Builders.
- Cloudflare for Content Deliver Network across the World.
- Various Hosting & How to intergrate Hosting with Domain names.



Introduction to Search Engine Optimisation : (SEO)

History of Search Engine Optimisation : (SEO)

- Algorithms updates
- Indexing & Crawling
- Google Search Console

On-Page Optimization :

- Keyword Research
- Keyword Density
- Content Length in SEO
- Keyword Stuffing
- Commercial Pages SEO
- Cornerstone SEO Content
- SEO Content Structure

Off-Page Optimization :

- Link Building
- Social Book Marking Roles in SEO
- Avoiding Negative Practices
- Guest Blogging link building (Naked Links, Custom Links & Keyword Links)



Local Search SEO Pages/Google My Business Listing :

- What is GMB & Bing Places (Apple Places – Only available at US)
- How it works?
- SEO influence through GMB
- Things required for GMB
- Listing at GMB
- Agency Model for GMB
- Reviews & Post at GMBSEO Content Structure

Tools you will use :

For Keyword Research :

- Google Keyword Planner.
- Ubersuggest
- kwfinder
- Answer the public

For Auditing:

- **For Speed Test:** GTmetrix, Pingdom, Google Developers Tools.
- **Performance:** Semrush, SERP Rank Checker, BackLink Checker, Ubersuggest, Small SEO Tools.
- **OnPage Optimization:** Wordcounter, Keyword Density Check, Plagiarism Checker.
- **Off Page Optimization:** Back link Auditor, Domain Authority Check.



Introduction to SEM (Google Ads)

- Ads
- Bidding & Ads Strategy (Google pay per click – PPC)
- Competition Analysis
- Running Ads Campaign
- Mobile Ads
- Shopping Ads for marketplaces.

Types of Google Ads

- Search Advertising
- Display Advertising
- Shopping Advertising
- Re-marketing
- Video Advertising

Tools You Will Use :

- Google Adwords.
- Keyword Planner
- SEMRUSH
- Youtube Analytics

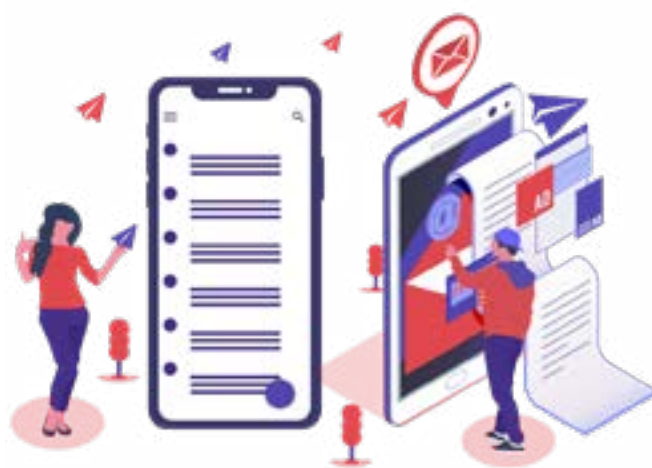


Introduction to Email Marketing

- Setting up your Email Marketing Channel
- Email Automation
- Drip Email Marketing
- Lead Nurturing using Email Marketing
- Using Various 3rd Party Tools
- Content, CTA & Customer Acquisition through Email Marketing
- Spam Score Checker

Tools You Will Use :

- Mail Chimp
- SMTP Server
- Sendgrid
- Mailerlite
- Gmass from Gmail
- Mail Tester
- Campaign Builder



Introduction to Inbound Marketing:

- Building organic reach using Inbound Marketing
- Funnel creation
- Landing Page Optimization
- Magical Call To Actions
- Web Visitors Engagement
- Drip Email

Tools You Will Use :

- Landing Pages
- Modal Popup
- Canva for Infographics.
- Mailchimp
- Social Media Channels



Introduction to Social Media Channels

Things You Will Learn :

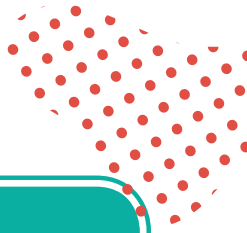
- Setting up your Business Profiles at Social Media Channels
- Running your ads campaign at Social Media Channels
- Budgeting for Social Media
- Organic and Paid reach at various Social Media Channels
- Social Media Optimization
- Online Reputation Management using Social Media
- Social Media Automation

Tools You Will Use :

- TweetDeck
- Hootsuite
- Buffer
- Pixlr of Instagram
- Canva
- Various Social Media Tools



Introduction to Google Analytics, Social Media Analytics



Things You Will Learn :

- Google Analytics
- Traffic Sources Analysis & Budgeting
- Types of Traffic
- Campaign Building
- Campaign Performances & Measurement
- Social Media Analytics (Facebook Pixel, Twitter Ads, LinkedIn, Email Analytics)

Tools You Will Use :

- Google Analytics
- Facebook Pixel
- LinkedIn Ads
- Twitter
- Google for Developers



Introduction to Integrated Digital Marketing Strategy

- Content marketing
- Local listings management
- Paid advertising campaigns
- Search engine optimization
- Search engine marketing
- Social media marketing
- Web designing and development



Online Reputation Management (ORM)

- Your Online Reputation is the one determining how the customers perceive your business if they search for you or stumble upon you online.
- To make sure that the information people will find about you is positive, you can try using Online Reputation Management.



Introduction to Content Writing and Blogging :

Things you will learn:

- Web Development
- UI UX Set Up
- Introduction to Content Writing
- Keyword Research
- Content niche Development
- How to use Online Content Writing Tools
- Plagiarism Detector
- Email Automation
- Google My Business
- Social Media Presence
- Social Media Tools
- How to make money using content writing skills



Introduction to Media Buying:

- Media Buying is a strategic process of making ad-space purchases, arrangements, and negotiations to get an advantageous placement at the best price.
- It is the procurement of space and time to display your ad. It is a part of the paid media category.
- For delivering your ads to a targeted audience and increasing the conversion rates, it is important to get the right time and pace. As a buyer, you will be paying to rent placements on platforms.



- Affiliate Marketing is the process of generating sales or traffic through your referrals.
- The online retailer will pay you commission for this.
- It is a simple process in which you recommend a service or a product to your followers.

“

90% of traffic and conversions to affiliate merchants' programs are driven by 10% of affiliates. Over 80% of brands have affiliate programs. 78% of CMOs admit affiliate marketing is their least mastered area of digital marketing.

”



- Video Marketing is a strategy for integrating videos into marketing campaigns. It can be used to build customer rapport, promote the brand, products, or services.
- Also, you can consider video marketing as a medium to provide how-to's, customer testimonials, and live-stream events.

“

*Marketers who use video grow revenue **49%** faster than non-video users.*

”



Introduction to Marketing Automation :

Things you will learn :

- CRM Integration
- Campaign management
- Customer lifecycle management
- Email marketing
- Engagement marketing
- Landing pages and forms
- Marketing analytics
- Mobile marketing capabilities
- Social marketing capabilities



Tools Covered :

Facebook Ads	
Keyword Planner	
Google Analytics	
Google Ads	
YouTube Analytics	
Facebook Insights	
LinkedIn Ads	
UBERSuggest	
Google Trend	
MOZ	

Web Development : Duration 15 Hrs

- Your first lecture for the Digital Marketing course is for Web Development at WordPress.
- You will be asked to purchase your domain name & a web hosting as well.
- The participant will design a website at WordPress in his/her first-week assignment.



Social Media Marketing : Duration 15 Hrs

- Participants will be building Social Media Presence like Facebook Pages, LinkedIn Business Profile and Twitter accounts.
- In this assignment, you will master social media marketing tools and learn to build social media audience aggregation, brand building, and customer acquisition.



Micro Video Marketing: Duration: 10 Hrs

- Learn how to create your first video campaign. In this assignment, you will be creating your Youtube Studio & you will be submitting your first video marketing campaign.
- You will master video marketing by working on video content development, tools management & infographics management for your video marketing platform.



Affiliate Marketing: Duration 10 Hrs

- In this assignment, you will learn about affiliate marketing. The participant will sign up with multiple affiliate programs around the world and focus on earning their first \$100 in the program itself.
- We will also learn about affiliate payment setup, Paypal integration, documentation required for affiliate marketing.



Google AdWords (SEM): Duration 10 Hrs

- Adwords is the most important part of digital marketing course assignments, in this assignment, you will learn how to design your Ads campaign at Google.
- You will master the skills for running paid ads at YouTube, Search, Display Network.



Email Marketing: Duration 15 Hrs



- Email marketing is the most effective Digital Marketing channel to engage with your audience if done right.
- During your Email marketing assignment, you will run a live email marketing campaign using Mailchimp, Mailgun and other platforms.

SEO: Duration 25 Hrs

- All participants will be working live on their website on-page and off-page SEO. SEO is the most crucial part of internet marketing course.
- We will be doing various assignments in our SEO project which includes keyword research, keyword density, speed optimization, competition analysis.



Content Writing: Duration 30 Hrs

- Content is the King in the Internet World. If you want to rank your website in SERP you should have good writing skills.
- Our Writing Assignment includes niche research, keyword research, long tail, short tail keyword, competition-based keyword research, and blog writing.
- Every Participant will write different types of Pages for Web, Blog, Listicle articles during this Writing Assignment.



Training Process:



Training Process:

5

Internship (Optional)

Participants can take our non-paid virtual internship. Participants need to Qualify for the Content Writing Test to join our internship.

6

Freelancing

You may be approached by many people to pick their freelance projects during your different modules of Digital Marketing training. As a participant, you can pick up those freelancing projects and start working on them.

7

Placement Support

As a leader in Digital Marketing Education, we are approached by every organization for their hiring requirements. We help our students to schedule their interviews with those organizations.

8

Happy Graduate

Now You Can Do:

- 1) Full-Time Digital Marketing Job
- 2) Start your Digital Marketing Agency
- 3) Freelancing.
- 4) Use Digital Marketing to grow your business.

About Us

- IIM SKILLS is one of the world's leading Online Education Services institutions Headquarters in New Delhi India.
- IIM SKILLS has a presence at 23 Cities in Asia including Dubai & Singapore.
- We provide 180 Hours of Comprehensive Digital Marketing Training through Live Online Classroom Training.

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Our mission is to provide World Class Education at affordable pricing through our live online and self paced learning programs. We are continuously working hard to identify various skill development courses that are in demand and can help professionals to Upskill professionally in few months.

”



OUR PARTICIPANTS WORK AT:



Registration Fees :



Course Fee: INR 29,900 + Taxes

REGISTER NOW

Call us on **+91 9211099503** to register for this course