

# Complete Digital Marketing Module

KWT DIGITAL



# Digital Marketing Modules

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## Module 1

### Basics of Marketing and Digital marketing

- Introduction to the Principles of Marketing
- Analyzing the Market
- Developing the Marketing Plan
- Creating and Promoting the Brand
- Traditional and Digital Marketing
- Types of Marketing
- Benefits of Digital marketing

## Module 2

### Understanding the Marketing Channels

- Overview of the Different Types of Marketing Channels
- The Pros and Cons of Each Channel
- Best Practices for Implementing and Optimizing Each Channel
- How to Measure and Track Results
- How to Leverage Multiple Channels to Achieve Maximum Results
- How to Develop a Winning Strategy for Your Business

## Module 3

### Advanced SEO (Search Engine Optimization)

- On-page and Off-page SEO
- Analyze competitor SEO tactics
- Implement keyword research
- Incorporate meta tags and metadata
- Create and optimize page titles and descriptions
- Utilize content optimization
- Optimize images and other media
- Implement internal linking structure
- Utilize external links/backlinks
- Monitor website performance with analytics
- Implement structured data and schema markup
- Utilize local SEO tactics

- Monitor and respond to reviews
- Monitor and respond to questions in forums
- Implement social media optimization tactics
- Use voice search optimization tactics
- Utilize rich snippets and rich cards
- Monitor and track ranking changes
- Utilize accelerated delivery/CDN services
- Monitor and respond to online reviews
- Implement site speed optimization
- Implement accessibility optimization
- Utilize video optimization
- Monitor and respond to webmaster tools errors

## **Module 4**

### **Technical SEO (Search Engine Optimization)**

- Website Crawling & Indexing
- Structured Data & Schema Markup
- Optimize Page Titles & Meta Description
- Internal Linking & Navigation
- URL Optimization
- Image Optimization
- Content Optimization
- Mobile Optimization
- Page Speed Optimization
- Sitemaps

## **Module 5**

### **Competitor Analysis**

- Identify Competitors
- Analyze Visibility
- Track Branding
- Analyze Content
- Monitor Social Media
- Analyze Advertising
- Assess Pricing
- Gather Reviews
- Compare Strategies

## Module 6

### Google Updates

- Different Google Updates
- How to protect websites from different Updates
- Black Hat, White and Gray Hat Techniques

## Module 7

### SMM (Social Media Marketing)

- Work on Facebook, LinkedIn, Instagram, Twitter Ads
- Create, Manage, Optimize, Monitor & Target Ads
- Setting Up ad Accounts
- Execute Live Campaign on Different Social media platforms

## Module 8

### SEM (Search Engine Marketing)

- Keyword Research, Ad Copy Creation, Bid Management, Landing Page Optimization, Ad Placement, Campaign Tracking, Analytics & Reporting
- Google AdWords (Google Ads)
- Ads on Google Partner Websites
- Display Ads, Search Ads & Video Ads

## Module 9

### SMO (Social Media Optimization)

- Social Media fundamentals
- Optimizing Facebook for business
- Optimizing Instagram for business
- Utilizing twitter for business
- How to use Pinterest for business
- Tips to Viral Content on Social Media Sites
- How to create content for Social networks
- How to create and Use groups and communities

## Module 10

### Email Marketing

- Create, manage, and store email contacts and their associated information.
- Design email templates for campaigns and individual emails.
- Monitor and manage the progress of campaigns.
- Track and analyze metrics such as open rate, click-through rate, and unsubscribe rate.

- Analyze email performance data to gain insights into customer behavior.
- Automatically schedule and deliver emails to customers.
- Use dynamic content to send personalized emails to customers.
- Test different versions of emails to find the most effective one.

## **Module 11**

### **Brand Marketing**

- Establishing brand identity
- Managing customer relationships
- Promotional activities
- Leveraging social media
- Developing loyalty programs

## **Module 12**

### **Online Reputation Management**

- Monitoring customer reviews
- Implementing customer feedback
- Enhancing search engine visibility
- Responding to negative reviews
- Building an online presence

## **Module 13**

### **Content Planning and Creation**

- Graphics and banner Creation Using Canva or Photoshop
- Create Content Strategy
- Research and Analysis
- Content Mapping
- Content Creation
- Content Optimization
- Publishing and Distribution of Content

## **Module 14**

### **Lead Generation and Landing Page**

- What are leads
- Medium to Generate Leads
- How to Generate Organic/Inorganic Leads?
- Understanding the concepts & Funnels of Lead Generation
- Create and customize landing pages
- Create forms for collecting leads

- Automate lead generation process
- Track and monitor lead activities
- Optimize landing pages for better conversion rates

## **Module 15**

### **Google AdSense**

- Introduction to google AdSense
- Tips to get Google AdSense Approved
- How to Implements Ads and Monetized Blogs
- How to Create Ads for Websites and Blogs

## **Module 16**

### **Google Analytics, Google Tag Manager and Webmaster (Search Console)**

- How to Setup Google Analytics, Webmaster & Tag Manager
- Set up tracking code in your website
- Set up goals, events, and ecommerce tracking
- Analyze website performance
- Monitor user engagement and behavior

## **Module 17**

### **Remarketing**

- Understanding Remarketing Concept
- Select from a list of pre-defined remarketing
- Monitor the campaign's performance and make changes as needed.
- Create a schedule for the campaign, including start and end times.
- Generate reports to measure the success of the campaign

## **Module 18**

### **Moment Marketing**

- What is Moment Marketing
- Setting up Moment marketing
- Create Content for moment marketing
- Optimizing Moment Marketing
- Measure moment marketing success

## **Module 19**

### **YouTube and Video Marketing**

- Overview of YouTube and Video Marketing
- Benefits of YouTube and Video Marketing

- Types of Video Marketing
- Setting Up Your YouTube Channel
- Creating Engaging Video Content
- Uploading and Optimizing Videos
- Working with Influencers
- Using YouTube Live Streaming
- Tips for Successful YouTube and Video Marketing
- Monetizing YouTube Videos with Ad

## **Module 20**

### **Mobile Marketing**

- Understanding the Mobile Marketing Concept
- Bulk SMS/Messaging
- Bulk WhatsApp
- How to integrate Voice/SMS Services
- Mobile Video Ads
- Mobile Search Ads
- Mobile Email Ads

## **Module 21**

### **Affiliate Marketing**

- Introduction to Affiliate Marketing
- How to Become an Affiliate Marketer
- Proven Strategies for Affiliate Marketers
- Tracking and Managing Your Affiliate Campaigns
- How to become Affiliate on Amazon and Flipkart
- How to Promote Own Brand for Others Affiliate Networks

## **Module 22**

### **Website Creation & Development**

- Types of Websites
- How to Create Websites on WordPress
- How to Setup WordPress
- Install Theme and Plugins
- How to Optimize and SEO WordPress Website

## **Module 23**

### **Domain and Hosting**

- How to Book and renew Domain and Hosting

- How to Map Domain and Hosting
- How to install HTTPS certificate on Website
- How to Install CDN on website
- How to Live Website

## Module 24

### How to Get Freelance Projects

- Different Ways to Get Projects Online and Offline
- Exploring the right platforms to get freelancing projects
- How to create Proposal
- How to Bid on Different Platforms

## Module 25

### Digital Marketing Tools

- Different Types of Tools for Digital marketing
- Usage of Digital marketing tools
- How to Use Online, Offline tools for Digital marketing Success

## What We Offer

- Lifetime Support
- Case Studies Discussion
- Training by Google Certified Trainer
- Work on Live Projects
- 3 Months Internship
- Job Assistance

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