



Academy

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Why Digital Marketing?

From almost 0% in 2005 to 40% in 2020, Digital has become an integral part of Marketing budgets and will soon overtake all other traditional channels of Marketing. With the demand for digital marketers outweighing the supply, professionals skilled in digital strategy, consumer behaviour, content distribution, and social media are in high demand. This program aims to bridge that gap and create industry-ready candidates.



Overview

The programme is focused on providing in-depth knowledge in digital and social media marketing & analytics strategy that would help in planning, implementing and measuring the digital and social media marketing activities to create awareness, and ultimately drive sales.

Who is this program for?

- * Freshers looking to make a career in Digital Marketing
- * Entrepreneurs looking to get an in-depth understanding of Digital Marketing
- * Manager/ Executives looking to upgrade their skills in Digital Marketing

Course Structure

- Introduction To Digital Marketing
- Website Planning And Creation
- Agenda For The Lesson
- Validating Your Business Idea
- Technical Terms
- How To Choose A Domain Name
- How To Purchase A Domain Name
- Hosting Setup And Wordpress Installation
- Site Not Secure Error - How To Resolve
- Wordpress Tutorial
- Divi Theme Tutorial

Graphic Design For Business

- Canva Tutorial
- Pixlr Tutorial

Search Engine Optimisation

- How Search Engines Work
- SEO Basics
- On Page Optimization
- On Page Optimization Demo
- Off Page Optimization
- Do Follow Links Vs No Follow Links
- How To Build Backlinks
- Link Building: Building Social Bookmarking Links
- Building Links: Directory Submission Sites
- Building Image Links
- Building Q&A Links
- Google Algorithm Updates
- Off Page SEO Live Demo
- Guest Posting I - Most Important Off Page SEO Technique

Blogging

- Introduction To Blogging
- Wordpress Blogging - Coming Up With Titles And Content For Your Blog
- Tips On Creating A Successful Blog
- Blog Marketing Demo
- How To Make Money From Blogging

Google Analytics

- Google Analytics Introduction
- Wordpress Integration And Analytics Basics
- Views And Filters
- Creating Goals In Analytics
- Google Analytics Reports
- User Management
- How to Attend Google Certification Exams
- How To Easily Clear Google Analytics Exam
- Google Analytics Question Bank
- How to Download Google Analytics Certification
- Google Analytics Assignment

Google Search Console

- Google Search Console - Lesson Agenda
- Creating An Account And Adding A Property
- Site Performance or Search Analytics
- URL Inspection - Fetch As Google
- Links, Mobile Usability, Manual Actions
- Rich Snippets - Structured Data
- Rich Snippets Demo

Google Ads

- Google Ads Introduction
- How Google Ads Work
- Google Ads Account Creation
- Google Ads Keyword Research
- Keyword Match Types
- Google Search Ads
- Ad Extensions
- Dynamic Search Ads
- Google Display Ads
- Google Remarketing Ads
- Gmail Ads
- Google Ads Conversion Tracking

- Google Ads Conversion Tracking
- Google Video Ads
- Google Shopping Ads
- Google App Campaigns
- How To Take Google Ads Certification Exams
- How To Easily Clear Certification Exams
- Google Ads Fundamentals Question Bank
- Google Search Ads Question Bank
- Google Display Ads Question Bank
- Google Video Ads Question Bank
- Google Shopping Ads Question Bank
- Google Search Ads Assignment
- Google Display Ads Assignment
- Google Video Ads Assignment
- Google Shopping Ads Assignment

Bing Ads

- Introduction To Bing Ads
- Creating Bing Ads Account
- Organizing Your Account
- Campaign Budget
- Location And Language Settings
- Keyword Match Types
- Bing Keyword Research Tutorial
- Ad Targeting
- Ad Extensions
- How to attend Bing Ads Exam
- Bing Ads Question Bank

Social Media Marketing

- Facebook Ads - Traffic
- Pixel Setup and Lookalike Audience
- Lead Generation Ads
- Facebook Remarketing Ads
- Facebook Conversion Tracking
- Twitter Research
- Building Twitter Marketing Strategy
- Twitter Ads
- Instagram Basics
- Instagram Post Types
- Instagram Ads
- Youtube Marketing Tutorial
- Youtube Ads
- LinkedIn Marketing Introduction

- LinkedIn Ads

Email Marketing

- Introduction and Best Practices
- MailChimp Tutorial
- Gmass Tutorial
- Email Outreach: Find Anyone's Email Address

Content Marketing

- Content Marketing Introduction
- Content Marketing Strategies

Mobile Marketing

- Mobile Marketing Introduction
- Mobile Marketing Live Demo
- Setting Up Google AMP and Facebook Instant Articles
- Whatsapp Marketing

Ecommerce - Building Online Store

- Introduction to Ecommerce
- Alibaba, Aliexpress and Indiamart
- Finding Products To Sell
- Woocommerce Setup
- Categories & Adding Product Automatically
- Adding Product Filters
- Integrating Payment Gateway

Online Reputation Management

- Introduction To ORM
- 5 Best Tools For ORM
- How To Handle Negative Reviews

Affiliate Marketing - (Making Money)

- Affiliate Marketing Introduction

- Affiliate Program Flipkart
- Affiliate Program - vCommission
- Affiliate Program - Amazon
- Amazon Affiliate - Practicals

Freelancing Career

- Profile Creation
- Specialised Profiles
- Finding Jobs
- Submitting Proposals
- Success Factors and Your First Few Jobs
- How to win jobs on Freelancing Sites?
- Completing Jobs Successfully
- Making Money With Freelancing

Premium Wordpress Tools And Themes

- Elementor Plugin

How You Benefit From This Program

- Earning methods to earn 50- 80k/ month
- Certificates from Google Microsoft & SEMRush
- 100% Practical Handling on every topic
- Counselling based on your skills and preference
- Complete this program while you work

About Infocrabs

Infocrabs is a Web Design and Development Company in Durgapur. Since its founding in 2016, the designers at Infocrabs have passionately created... [Read More](#)

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