

#DigitalMarketing

A Career Opportunity Course



- ◆ Content Marketing
- ◆ Search Engine Marketing
- ◆ Social Media Marketing
- ◆ Search Engine Optimization (SEO)
- ◆ Affiliate Marketing
- ◆ Marketing Sales Funnels



MasterApp Technologies Pvt. Ltd.

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Course Module.



Overview of Marketing



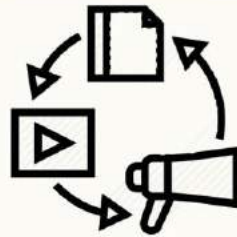
Digital & Traditional Marketing.



Website Development



Graphics Design & Photoshop



Content Marketing.



SEO



Social Media Optimization



Social Media Marketing



Marketing Automation.



Video Marketing (YouTube).



Email Marketing.



Affiliate / Google Ads



Influencer Marketing.



SEM / PPC - Paid Advertising.



ODA using Google AdWords



Webmaster : Google Analytics



Re Marketing Strategies



App Store Optimization.





Individual Focus.



**Practical
Delivery Methods.**



Micro Batch Size.



**Live Projects
Work Experience.**



**100 %
Jobs Placement.**



**Access
To Paid Tools.**



**20
Course Module.**



**Life Time
Learning Support.**



**3 Years of
Experience Trainers.**



**Guaranteed
Internship Opportunity.**

**WHY
CHOOSE
US**





Marketing Fundamentals

1. Overview of Marketing | Marketing Fundamentals

- **What is Marketing?**

the action or business of promoting and selling products or services, including market research and advertising.

- **Marketing v/s Sales**

- **What are 4 P's of Marketing?**

3. Website Planning and Development



3. Website Planning and Development.

- What is website and its use in Digital Marketing
- Understanding domain names & domain extensions
- Different types of Hostings
- Planning & Conceptualizing a Website
- Booking a domain name & web hosting
- Adding domain name to web Server
- Adding webpages & content
- Adding Plugins
- Installation of SSL Certificate
- Building website using CMS in Class
- Identifying objective of website
- Deciding on number of pages required
- Planning for engagement options
- Landing Pages & Optimization
- Creating blueprint of every webpage
- Best & Worst Examples



4. Graphics Design | Basics of Photoshop

- Introduction to Photoshop
- Difference between raster Graphics and Vector Graphics
- Various Image formats : jpeg,png etc
- Different tools in Photoshop and its use.
- Tools and Panels
- Working with Layers
- Channels and Masks
- Retouching
- Preparing images for use on the web.
- Use Text In Images.
- Basic Image Corecction.





Content Marketing

5. Content Marketing

What is Content Marketing?

- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 18 types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards develop authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples
- Case study on content marketing





SEO
SMO
PPC

6. Search Engine Optimization

- Understand Search Engines & Google
- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work?
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Competition Analysis
- Finalizing the Keywords List
- Long Tail Keywords
- Google Search Tips & Hacks



ALGORITHMS

Search Engine



6.1 Search Engine Algorithms

What is Search Engine's Algorithms?

- How Algorithms Works?
- Why a Search Engine needs to update its Algorithm?
- Search Engine Penalties and Recoveries.
- Why a Search Engine penalizes a Website?
- How to optimize your site for Google
- Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda,?



ALGORITHMS

Search Engine



6.1 Search Engine Algorithms.

Penguin and EMD Update?

- How to recover your site from Panda, Penguin and EMD
- How to optimize your site for Google
- Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update?
- How to recover your site from Panda, Penguin and EMD.



On Page SEO



6.2 On Page SEO.

- **Keyword Research with Google Keyword Planner.**
- **What is the difference between keywords stuffing & KW placement**
- **How to Select a Domain Name?**
- **Page Naming {URL Structuring} and Folder Naming**
- **Image Naming, Image Title and ALT Tags Creation**
- **What are Meta Tags, Description.**
- **Robots, Keywords, Author**
- **Redirection Tags**
- **Headings Tags {H1 to H6}**
- **What is Content Writing?**



On Page SEO



6.2 On Page SEO

- **SEO Friendly Content Writing {Insert keywords in content}**
- **Anchor Text, Link Title**
- **Internal linking**
- **Robots.text file use and creation**
- **HTML Sitemap creation**
- **XML Site Map Creation**
- **Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)**
- **What is Alexa?**
- **Alexa Integration**
- **Website Speed**



Off-Page SEO Techniques

6.3 Off Page SEO

- What is OFF-Page Optimization?
- What is Link Building
- Types of Linking Methods
- DoFollow Vs. NoFollow Link building Guidelines
- Linking Building Methodology
- Links Analysis Tools
- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions



Off-Page SEO Techniques

6.3 Off Page SEO

- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds
- Do's and Dont's of link building
- Easy link acquisition techniques
- Domain Authority & How to Increase DA.
- Local SEO and Preparing SEO Reports
- What is Local SEO?
- Google places optimization
- Classified submissions
- Citation
- NAP
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- Mobile SEO
- eCommerce SEO



Social Media Marketing



7 Social Media Marketing

- Introduction to SMM
- What is Social Media?
- Understanding the existing Social Media paradigms & psychology
- SMM Vs. SMO
- Benefits of using SMM
- Social Media Statistics
- Why use Social Media Marketing
- Social Media Strategy
- Impact of Social Media on SEO





7.1 Facebook Optimization

- Understanding Facebook marketing
- Profiles and Pages
- Business Categories
- Getting Assets Ready
- Creating Facebook Pages
- Page Info and Settings
- Facebook Page Custom URL
- Invite Page Likes
- Featured Video
- Pin Post and Highlights
- Scheduling Posts
- Facebook Events
- Reply and Message
- Facebook Insights Reports
- Competitor's Facebook Page
- Ban User on Facebook Page
- Connect with Twitter





7.2 Facebook Marketing

- Organic v/s Paid
- Defining Ad Objective
- Performance Matrix
- Ad Components
- Designing Creative Image
- Facebook Ad Structure
- Setting Up Facebook Ad Account
- Create Ad - Targeting
- Create Ad - Budgeting
- Create Ad - Creative
- Content and CTA
- Boosting Page Posts
- Page Promotion
- Video Promotion
- Similar Ads and Audiences
- Tracking Pixels Code
- Remarketing - Website Visitors
- Custom Audiences - Look Alike
- Custom Audience - Saved Group
- Managing and Editing Ads
- Ad Reports and Ad Insights
- Billing and Account





7.3 Instagram Optimization & Marketing

Why Instagram Over Facebook?

- Instagram Business Profile
- Linking of Facebook page to an Instagram account
- How Brands Use Instagram?
- Content Strategy And Tips
- Picture Dimensions
- Filters In Instagram
- Using Hashtags
- Popular Brands On Instagram
- Advertising Options In Instagram





7.4 WhatsApp Marketing

- Why Should You Use Whatsapp For Business?
- Whatsapp Marketing Strategies
- Whatsapp Business Features
 - Business Profile .
 - Can Set Auto Replies.
 - See Statistics On Messages.
 - Can Choose The Business Type.
- Different Logo Whatsapp Marketing Software, Tools Whatsapp Bulk Sender
- WA Panel
- Bulk Whatsapp Marketing - Whatsapp Channel .
- Whatsapp Marketing Services





LinkedIn Marketing

7.5 LinkedIn Marketing

- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups
- LinkedIn advertising & it's best practices
- LinkedIn publishing
- Company pages
- Adv on linkedIn
- Display vs text
- Advanched Audience Targeting
- Bidding Strategies
- AD Formats
- Ad Dimensions And Rules
- Re-Marketing Strategy . Conversion Tracking
- Increasing ROI from LinkedIn ads





Twitter Optimization And Marketing

7.6 Twitter Optimization And Marketing

Twitter Optimization

- What Is Twitter?
- Benefits Of Twitter
- How Brands Use Twitter?
- Profile Creation And Management
- Customizing The Profile
- Types Of Tweets And Statistics .
- Content Strategy For Twitter
- Post Your First Tweet
- Analysis Of Big Brands
- Twitter Contests - What Is Hashtag?
- # Hashtags And Its Uses.
- Tools For Twitter Marketing
- Twitter Analytics

Twitter Marketing

- What Is Twitter Advertising?
- Types Of Promotions
- Audience Targeting
- Advanced Audience Targeting
- Bidding Strategies
- Ad Formats
- Ad Dimensions And Rules
- Remarketing Strategy
- Conversion Tracking
- Tools to listen & measure Influence on
- Twitter: TweetDeck, Klout, PeerIndex
- Black hat techniques of twitter marketing





Pinterest Marketing

7.7 Pinterest Marketing

- What Is Pinterest?
- How Brands Use Pinterest?
- Creating A Pinterest Account
- Customizing The Profile
- Pinterest Strategy
- Boards In Pinterest
- Pins And Links
- Generating Engagements
- Using Infographics
- Integrating Pinterest In Site
- Engagement Metrics For Pins
- Pinterest Analytics

Pinterest



Social Media & Marketing Automation

8. Social Media & Marketing Automation

- What is Social Media Automation?
- Social Media Automation Management Tool
- 1) Buffer 2) Hootsuit 3) Postcron
- Setup Connection with Facebook, Twitter, LinkedIn, Instagram etc.
- Post Scheduling In Tools
- Add/Remove Profiles In Tools
- Performance Analysis
- Marketing Automation Tools
- Email Campaigns
- Email Autoresponder
- SMS Autoresponder
- Creating Landing Page
- Landing Page CTA
- Lead Generation Strategy
- Capturing Leads from Sources
- Website Widgets
- Lead and List Management
- CRM Integration
- Sales Integration
- Products Integration
- Business Reporting
- Lead Source Link Building
- Lead Tracking Features
- WebHooks and Connectors
- Complete Automation Strategy





9. Video Marketing(YouTube)

- Understanding Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing websites.
- Using Youtube for business
- Developing youtube video marketing strategy
- Bringing visitors from youtube videos to your website
- Creating Video ADgroups
- Targeting Options
- Understanding Bid Strategy



EMAIL MARKETING



10. Email Marketing

10. Email Marketing

- What is email marketing?
- How email works?
- Importance Of Email Marketing
- Challenges faced in sending bulk emails
- How to over come these challenges?
- Types of email marketing-
Opt-in & bulk emailing
- What is opt-in email marketing?
- Best platforms to do opt-in email marketing
- Popular Email Marketing Softwares
- Email Marketing Goals
- Introduction To Mail Chimp
- Mail Chimp Pricing Structure
- Account Setup And Settings
- Email Marketing Strategy
- Creating A Subscriber List
- Integration Of Forms In Site
- Import Subscribers In List
- Types Of Email Marketing Campaign
- Creating An Email Campaign
- What Is Newsletter?
- Design A Newsletter
- Reports
- Best practices to send bulk emails
- Tricks to land in inbox
instead of spam folder
- Improving ROI with A/B testing





11. Affiliate Marketing

11. Affiliate Marketing

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- How you can make money in affiliate marketing?
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate network in the world



12. Google AdSense



12. Google AdSense

- What is adsense?
- Blogging
- Google AdSense Account Setup
- Placing Ads on Website
- Placing Ads on Blogs
- YouTube Video Monetization
- Allowing and Blocking Ads
- Performance Metrics
- AdSense Administration
- How to get approved for adsense?
- Cool trick to get adsense approval by Google
- Using your adsense account interface





13. Influencer Marketing

13. Influencer Marketing

Introduction to Influencer Marketing

- What is exactly Influencer Marketing?
- What makes an Influencer?
- Who are the influencer?
- How to measure Influence?
- How to find Influencer?
- Influencer Content + Distribution Strategy
- How to build relationship with Influencer?
- Influencer Marketing case studies





14. Search Engine Marketing | Google AdWords

14. Search Engine Marketing | Google AdWords

- Google AdWords Overview
- Understanding inorganic search results
- Introduction to Google Adwords & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo)
- Setting up Google Adwords account
- Understanding Adwords account structure Campaigns, Adgroups, Ads, Keywords, etc.
- Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign
- Understanding Adwords Algorithm
- How does Adwords rank ads
- Understanding Adwords algorithm (adrank) in detail with examples
- What is quality score?
- Why quality score is important?
- What is CTR?
- Why CTR is important?
- Understanding bids?



Set up Search Campaigns!

Ad www.masterapptechnologies.com

Learn how to set up in just 5 minutes!

14.1 Creating Search Campaigns

14.1 Creating Search Campaigns

- Types of Search Campaigns -

Standard, All features, dynamic search & product listing

- Google merchant center.

- Creating our 1st search campaign

- Doing campaign level settings

- Understanding location targeting

- Different types of location targeting

- What is bidding strategy?

- Understanding different types of bid strategy- 1 Manual 2 Auto

- Advanced level bid strategies- 1 Enhanced CPC, 2 CPA

- What are flexible bidding strategies?

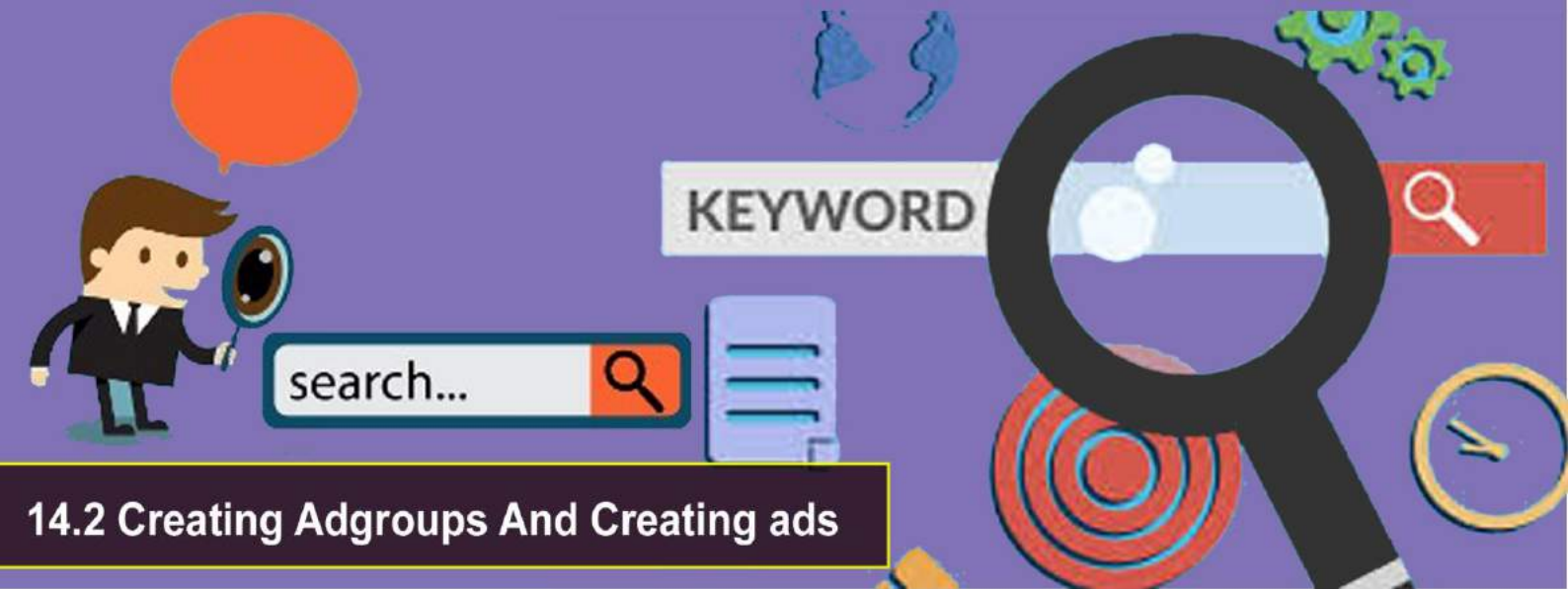
- Understanding flexible bidding strategy

- Pros & Cons of different bid strategies

- Understanding ad-extensions & Types of ad-extensions

- Adding ad-extensions in our campaign

campaign



14.2 Creating Adgroups And Creating ads

14.1 Creating Search Campaigns

Creating adgroups

- Finding relevant adgroups options using tools
- Creating adgroups using tool
- Understanding keywords
- Finding relevant keywords
- Adding keywords in ad-group
- Using keyword planner tool
- Understanding types of keywords
- Board, Phrase, exact, synonym & negative
- Examples of types of keywords
- Pros and cons of diff. types of keywords

Creating ads

- Understanding ad metrics
- Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads





Convert your visitors

14.2 Tracking Performance/Conversion



14.2 Tracking Performance/Conversion

- What is conversion tracking?
- Why is it important?
- How to set up conversion tracking?
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- How to optimize campaigns? at the time of creation?
- Optimizing campaign via adgroups
- Importance of CTR in optimization
- How to increase CTR?
- Importance of quality score in optimization
- How to increase quality score?
- Importance of negative keywords in optimization
- Evaluating campaign stats
- Optimizing with conversion report
- Optimizing with keywords
- Optimizing performing keywords
- Optimizing non performing keywords
- How to decrease CPC?
- Analyzing your competitors performance





14.3 Creating Display Campaign

- Types of display campaigns-
All features, Mobile app, Remarketing, Engagement
 - Creating 1st display campaign
 - Difference in search & display campaign settings
 - Doing campaign level settings
 - Understanding CPM bid strategy
 - Advance settings
 - Ad-scheduling
 - Ad-delivery
 - Understanding ads placement
 - Creating diff. adgroups
 - Using display planner tool
 - Finding relevant websites for ads placement
 - Creating text ads
 - Creating banner ads using tools
 - Uploading banner ads
 - Optimizing Display Campaign
- ### Remarketing
- What is remarketing?
 - Setting up remarketing campaign
 - Creating Remarketing lists
 - Advanced Level list creation
 - Custom audience

Skip Ad ►





15. Online Display Advertising using Google AdWords

- What Is Display Advertising?
- How Display Ads Works?
- Benefits Of Display Advertising

Display Advertising :

- Banner ads
- Rich Media ads
- Pop ups and Pop under ads

Contextual advertising :

- In Text ads
- In Image ads
- In video ads
- In page ads





MARKETING CAMPAIGN

Smart Display Campaigns

Smart
Bidding

Automatic
Targeting

Automatic
Creatives

How it works?

15.1 Creating A Display Campaign

15.1 Creating A Display Campaign

- Bidding Strategies
- Targeting Option In Display
- Network Keyword Based Segment And Filters
- Search Terms And Ad Auctions
- Customization Tools
- Access Levels
- Change History Tool
- Display Planner Tool
- What are Payment Modules?
- Companies that provide online advertising solution
- Tracking & Measuring ROI of online adv.
- Assignment on allocating funds to various campaign
- Different Online advertising platforms
- Creating Banner Ads Using Tools
- Reporting





Google

Webmaster Tools

15. Webmaster Tools : Google Analytics

16. Webmaster Tools | Google Analytics

Introduction to Google Analytics

- How Google analytics works?
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- How to set up analytics account?
- How to add analytics code in website?
- Understanding goals and conversions
- How to setup goals?
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate?
- How to set up funnels in goals?
- Importance of funnels





16.1 Various Analytics Reports

16.1 Various Analytics Reports

Audience Reports

- Audience Overview Report
- Active Users
- Biographic Report
- User Behaviour
- User Flow Report

Traffic Report

- Traffic Source Overview
- SEO Traffic
- Adwords Traffic
- Social Traffic
- Campaign

Behavior Report

- Behavior Overviews
- Site Content
- Site Speed Analysis
- In Page Analytics

Integrate AdWords and analytics account

- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics
- What is link tagging and Set up?
- Understanding filters & segments
- How to set up filters & segments?
- How to view customized reports?
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required





17. Leads Generation & Re Marketing Strategies

17. Leads Generation & Re Marketing Strategies

Lead Generation

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise-creating a landing page
- Types of landing pages
- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing





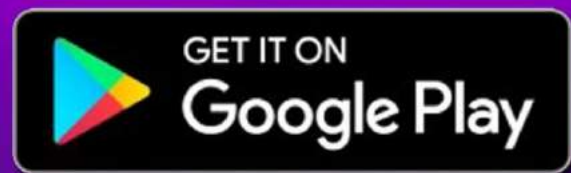
17. Leads Generation & Re Marketing Strategies

17. Leads Generation & Re Marketing Strategies

Remarketing

- Re-Marketing Flow
- Email Re-Marketing Strategy
- Segmentation Re-Marketing Strategy
- Facebook ReMarketing
- Google Adwords ReMarketing
- Marketing Machine Bucket Filling
- Dynamic Re-Marketing for eCommerce
- Pixeling and Tracking Cycle
- Video ReMarketing
- Custom Audience ReMarketing
- Engagement Re-Marketing





18. App Store Optimization

18. App Store Optimization

- What is app store optimization?
- Why App Store Optimization is Important?
- App Stores- Google Play , iTunes App Store
- How Google Play ranking works?
- Keyword Research Based on App Stores Search
- Creating Title
- Choosing Keyword
- Use of Keywordtool.io
- Choose Category
- Write Description
- Creating Visual Assets
- Icon, Screenshot, Social media, App Marketing Video
- What ASO tools you need to use in 2020
- App Analytics tools





FEEDBACK/REVIEW

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TRY IT NOW



18. Online Reputation Management

18. Online Reputation Management

- What Is ORM?
- Why We Need ORM?
- Examples Of ORM
- Generate A ORM Report
- Areas To Analyze In ORM Search
- Engine Results Blogs And Websites
- Reviews And Complaints
- Social Media Sites



Contact Us

We are ready to listen to you 24 X 7. Please feel free to get in touch with us. We will be happy to serve you.



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