

PROFESSIONAL
DIGITAL MARKETING
TRAINING PROGRAM

digitalfloatsinfo@gmail.com



A dream becomes a **GOAL**
when action is taken toward **ACHIEVING** it.....

we're CONNECTED for your CAREER Support

BECOME A PROFESSIONAL YOURSELF

with
Advanced Professional
DIGITAL MARKETING TRAINING PROGRAM
at **DIGITAL FLOATS**

BECOME A CERTIFIED PROFESSIONAL

After completion of the training not only will you become a professional in digital marketing person but you will also be a Google certified professional

- Google Analytics Certification
- Adwords Certification
- Mobile Advertising Certification
- Digital Floats Professional Certification

To become a Google certified, you'll need to pass the exams, Digital Floats will prepare you to pass all exams.

SALIENT FEATURES

- Lifetime access to Latest Content
- 24 x 7 Trainer's Support on Online Forum
- Working on real time Projects and Assignments
- Placement Assistance for Freshers & Experienced Persons
- Giving Credits for Real time Internship

WHO SHOULD ATTEND?

- | | |
|---------------------------|-----------------------------------|
| ● All Students | ● Self Employees |
| ● MBA Professionals | ● Entrepreneurs |
| ● Marketing Professionals | ● Digital Marketing Professionals |
| ● Sales Professionals | ● People Who Wants to Earn |
| ● Business Owners | Money from Online |

What You **Learn** in this **Training Program** ?



**Digital Marketing
Overview**



Website Creation



**Search Engine
Optimization**



**Search Engine
Marketing**



**Social Media
Marketing**



**Online Display
Advertising**



**Email
Marketing**



**Online Reputation
Management**



**Google
Analytics**



Mobile Marketing



**Affiliate
Marketing**



**Making Money with
AdSense & Blogging**



**Advanced Internet
Marketing Strategy**



**Ecommerce
Marketing**



**Become a
Google Certified
Professional**

1

About Digital Marketing Overview

- What is digital marketing?
- Why Industry Most Preferred Digital Marketing ?
- Understanding Digital Marketing Process
- Improving Brand visibility
- Niche Targeted Traffic Concepts
- Implementing Strategies for lead Generation
- ways of Converting Traffic into Leads and sales
- Ways Visitors Engagement

2

Website Creation

● Website Planning

Regestering Domain & Webhosting

Mapping Domain Name to web Server

Importence of Responsive

Creating Blueprint for website

Creating webpages & content (**Wordpress**)

Integrating themes and Plugins

Engagement Options

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Search Engine Optimization (SEO)

● Domain Registrations

Domain for SEO Standards

Top servers for Hosting Space

Mapping your Domains

Tools to find expired Domains

● Introduction for SEO

Introduction to SERP

Types of search engines

How search engines work

SEO Importance

● Google algorithm and latest Updates

How Google algorithm works

Latest updates of Panda,Penguin & Humming Bird

How Panda,Penguin & Humming Bird Works

Fixing Panda, Penguin & Humming Bird

● On Page Optimization

Keyword Planning

keywords and its importance for seo

Niche Targeted keyword Research

Tools for keyword Research

Tools for Competitor analysis

Steps to Fixing right keywords

Importance of Title tag
Importance of Meta Keyword and description
Website Structure
Static & Dynamic web optimization
Understanding Url's Structures
Importance of Content
Optimizing Web Pages
Importance of Blogs
Creation & Integration of Sitemaps
Goole Analytics and web master integration
Website analysis Check list

● Off Page Optimization

Introduction to off page optimization
Importance of Domain & Page Authority
Importance of Trust flow & Citation
How to increase Domain authority
Types of back links
Importance of link building
Types of link building
Do's and Dont's of link building
Strategies & Techniques for Link building (Page rank is no more)

● Local SEO

Local Business Listing
Google places optimization
Improving Rankings

● SEO Reports

SEO Tools List
SEO On page & Off Page Audit Report
Monitering SEO Process

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Search Engine Marketing

(SEM/PPC/Google ADWORDS)

● Introduction - Success with AdWord Campaigns

Introduction to Pay Per Click

Advantages of PPC

Entities Involved in PPC Advertising

Blue Print of a PPC Ad

Properties of a Compelling PPC Ad

General Formula for Calculating PPC

● Landing Pages

Introduction for landing pages

Types of Landing pages

Creating Niche targeted Landing Pages

● Quality Score Defines Your Success

What Quality Score & its importance

How High Should Your Quality Score Ranking?

Google Lets the Users Rank Your Ads by CTR

The Yellow/Pink Top Three Position in Google Ad Words

How You Can Find Out the Quality Score of Your Keywords

How You Can Ensure a High Quality Score

Landing Page Quality Score Guidelines

● Adword billing Account and Campaign Structure

Building the Account

Prepay Budget

Post-pay Budget

Billing Method

Monthly Invoicing

Keyword Grouping

4 Search Engine Marketing (SEM/PPC)

● Adwords Tools

- Keyword Tool
- IP Exclusion
- Traffic Estimator
- Insights for Search
- Ads Diagnostics Tool

● The Google Ad Words Universe

- Google Search Partners
- Google Display Network
- Google Video Network
- Google Apps Network
- Google Product
- Mobile Ad network

● Settings in Google Search AdWords

- Locations and Languages
- Networks and Devices
- Bidding and Budget
- Delivery Method (Advanced)
- Ad Extensions
- Location Extension Example
- Call Extension Example
- Advanced Settings
- Ad Delivery: Ad Rotation, Frequency Capping

● Settings for Google Ad Words Search Campaign!

- Language
- Networks
- Bidding and Budget
- Ad Extensions
- Advanced Settings

● Keywords

- Broad Match Keywords
- Broad Match Modifier
- Phrase Match

Exact Match

Keyword Research

Let Google Work for You

● Negative Keywords

- How Do Negative Keywords Work?
- Sculpt Campaigns with Negative Keywords
- Building a Great Negative Keyword List
- How Do You Add Negative Keywords?

● Google Ad Words Campaign Tracking

- Google Ad Words Conversion Tracking
- Linking with Google Analytics
- Importing Goals from Google Analytics
- Ad Words Search Funnel

4 Search Engine Marketing (SEM/PPC)

● **Bid Management and Your Daily Budget**

How to Set the Right Bid the First Time

The Ad Words Auction

Determining Your Daily Budget

Small Trick for Campaigns

Ad Group Level vs. Keyword Level Bid Management

● **Landing Pages—The Google Ad Words Extension**

Test Your Current Landing Pages

Replicate Successful Ads and Their Wording

General Landing Page Advice

Remember Your Quality Score

● **Optimizing Your Ad Words Campaigns**

It's All One Big A/B Test

How Much Time Do You Need?

Ad Optimization

Bid Management

Expanding Your Keyword List

Negative Keywords

Include Current Offers and

Quality Score Optimization

Importance of Conversion Tracking

● **The Ad Words Interface**

Networks

Ad Extensions

Dimensions

Which Metrics Do You Need in Your Ad Words Interface?

Features in the Ad Words Interface

● **AdWords Editor**

Introduction & Importance of Adword editor

● **My Client Center (MCC) Account in Google Ad Words**

How Do You Get an MCC Account?

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Social Media Marketing

● Overview of Social Media Marketing

Introduction

Promotion Types

Importance of landing Page

Tools that you should use in Social Media Marketing

● Facebook Marketing (B2B & B2C Promotions)

Introduction to Facebook advertising in 2016

Analysing your Competitive Facebook ads

Working on power editor tool

Creating Facebook ads

Generating Facebook Ads Reports

Create Instagram Ads using Facebook Ads

Analysing and optimizing Instagram Ads

● LinkedIn Marketing (B2B Promotions)

Introduction to LinkedIn Ads

Competitive analysis on LinkedIn Ads

Creating LinkedIn Ads

Generating Analysis Reports

● Twitter Marketing

Twitter Ads Campaign for Business

Analysis Report



Online Display Marketing

- Overview of Display Ads
- Importance of Display Ads
- Types of Display Ads
- Display VS Contextual Ads
- Working with Display AdNetworks
- Tracking & Measuring ROI
- Generating Reports
- Multiple ad formats, targeting criteria and remarketing
- Learn to advertise video on YouTube using AdWords
- Advertise on the display network using the mobile platform

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Email Marketing

● Why Use Email Marketing at All

Why Use a Professional Email Marketing Service?

Blue print of Email Marketing

Why to choose Email Marketing

Importance of Advertising Industry

Difference Between Email Marketing and Advertising?

● Types of Email Marketing

Opt-in email

Double-Opt in

Broadcast email

Auto Responder email

● Setting up Email Campaigns

Creating Landing pages

Design and construction

Completion, testing and sending

Creating bulk emailing campaign

Advanced Tracking Segments

● Tips for Email Campaign

Spam Violates

Guidelines for CAN-SPAM Compliance

Tips to send emails directly to inbox instead of spam folder

Top email marketing software's list

Implementing A/B testing to increase ROI

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Online Reputation Management

- Introduction to ORM
- ORM Importance
- Understanding ORM Concepts
- Dealing with criticism online
- Top 10 ORM Commandments
- Creating positive brand image online
- Monitoring Tools for ORM
- Top Examples of ORM

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Google Analytics

- Overview of Google analytics
- How Google analytics works
- Overview of Google analytics structure
- Importance of analytics insights
- Importance of cookie tracking
- Google Analytics Cookie Usage on Websites
- Google analytics account set up
- Integration of analytics code in website
- Importance of goals and conversions
- How to setup goals conversions?
- Bounce Rate & Exit Rate Importance
- Importance of funnels
- Set up funnels in goals
- Integrating adwords and analytics account
- Marketing Strategies via Google analytics
- Introduction to Tag Manager
- How to set up link tagging
- Importance of filters and segments
- Monitoring traffic sources & behavior
- Web Analytics Reports

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Mobile Marketing

- **Mobile app fundamentals**
 - Introduction for mobile apps for business
 - Platforms Apps development
 - Types of Apps Stores
- **Launching App like Pro**
 - Ways to launch App
 - Pros and Cons of App
- **Make Money from App**
 - Free VS Paid installs
 - Making money from App
 - Strategies for Making money from App
- **APP Store Optimization**
 - Introduction
 - Keyword Research
 - Competitive Analysis
- **Ways to promote and market your app**
 - Increasing Positive app signals
 - Strategies for Reviews to rank higher
 - Improving Apps download regularly
- **Apps tools**
 - App analysis tools
 - App keyword research tools

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Affiliate Marketing

- About Affiliate Marketing
- Models of Affiliate Marketing
- How to generate Leads and convert leads
- Affiliate Marketing Strategies and secrets
- Getting started as an affiliate
- How to make money in affiliate marketing
- Top affiliate networks
- How to get approved as an affiliate by top affiliate networks

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Making Money with Adsense & Blogging

- Adsense Overview?
- Getting Approved from Google Adsense?
- Google Adsense approval Tips & Tricks
- Getting into Adsense Account
- Knowing the Structure of Adsense Account
- Importance of Placing Ads on your Web & Blog
- Make Money Online : Secret Methods

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Content Marketing

- **Introduction to Content Marketing**

- **Successful Content Marketing**

 - Plan Long Term

 - Observe Other Examples

 - Media You create to share your brand's story online

- **How Measuring the Success in Content Marketing**

 - Building Buzz

 - Adding Customers

 - Making Money

- **Important Platforms and Tools for effective Content**

- **Top Content marketing strategy process**

 - How to write Excellent content

 - Keyword R&D for Content Marketing

 - Optimizing content for search engines

 - How to market your own content

- **How to use content in Email Marketing**

 - Best ways to write attractive headlines & Subjects

 - Top examples of attractive headlines & Subjects.

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E Commerce Marketing

- Overview of Ecommerce
- Top 5 Ecommerce websites
- Ecommerce Trend in India
- SEO for E commerce websites
- Importance of Affiliate Marketing in E Commerce
- Ecommerce marketing strategies
- Casestudies on Ecommerce websites

ABOUT PLACEMENTS :

Digital Floats has its own Placement Assistance team with fully equipped and with professionals who has the expertise and network in assisting our students in their placements. This is free supportive service which is made available for the benefit of the successful and eligible students. It has no financial and / or legal implication in relation to this service and / or in the event of the non - provision of the same.

Why to Choose Digital Floats?

- ★ Having more than 12 years of experience in training industry.
- ★ 10+ Years Real Time industry experienced faculties.
- ★ 100% Lab Facility for every student by experienced lab co ordinators.
- ★ Training on live projects and assignments.
- ★ 100% Placement Record till date.
- ★ Lifetime access to Latest Content
- ★ 24 x 7 Trainer's Support on Online Forum
- ★ Giving Credits for Real time Internship

DEMO'S On

Every Wednesday & Saturday
At 5.00 P.M

100 % Placement Assistance

Contact Us

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Top Recruiting Companies In Digital Marketing



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