SAMBŌDHI

Microsoft

Digital Marketing Specialist Training Course

Project Based Immersive Learning Course

Digital Marketing Specialist Training Course Overview

The Digital Marketing Specialist training by Sambodhi and Education Nest is an online program curated by top industry experts. It offers a comprehensive curriculum covering essential areas such as SEO, SEM, Email Marketing, Social Media Marketing, PPC, Analytics, and Affiliate Marketing. This live, instructor-led course allows you to master key marketing aspects and gain hands-on experience with various tools and technologies. By completing this training, you can earn a recognized certification as a Digital Marketer, opening doors to a rewarding career in the field. Whether you're a beginner or a professional seeking to enhance your digital marketing skills, this course is designed to cater to your needs and help you stay ahead in the dynamic digital landscape.

Benefits of Digital Marketing Specialist Training Course:

The Digital Marketing Specialist Training course offers numerous benefits for individuals seeking to excel in their careers in the field of Digital Marketing. In today's highly

competitive and rewarding industry, businesses in all sectors rely heavily on marketing professionals to create brand awareness and drive sales. If you possess strategic thinking and creative problem-solving skills, a career in digital marketing could be an ideal fit for you. By acquiring the necessary Digital Marketing skills, you significantly enhance your chances of securing a well-paying job in this domain. Furthermore, the demand for skilled candidates in digital marketing continues to rise each year, providing ample opportunities for career growth and advancement.

Who should learn?

The Digital Marketing is suitable for a wide range of individuals, including:

- Entrepreneurs or Business Owners
- Marketing Consultant
- Marketing or Sales Professionals
- Marketing Managers
- Influencers
- YouTubers
- Product managers
- Email marketers
- Sales associates
- Digital Marketing Specialists
- Management, Engineering, Business, or Communication Graduates
- Anyone who is looking to further his or her career in digital marketing should take this digital marketing course.

Why do you need Digital Marketing Specialist Training Course?

Average Salary Growth:

The average salary of a Digital Marketing Specialist can vary depending on factors such as location, years of experience, industry, and the size of the company. In general, the salary range for Digital Marketing Specialists is quite broad. According to Glassdoor, the national average salary for a Digital Marketing Specialist with certification is $74,269 in the United States.

Industries:

Digital Marketing Specialists are highly sought after across industries and multinational corporations (MNCs). With over 58,944 jobs in the USA, 18,335 jobs in the UK, and approximately 16,508 jobs in India specifically for Digital Marketers, the demand for skilled professionals in this field is evident. These numbers highlight the ample opportunities available for employment and career growth in diverse industries and MNCs, making Digital Marketing a promising career path in the rapidly expanding digital landscape.

Position in Market:

The growth projection for Digital Marketing Specialists is highly promising, with the industry expected to reach a market value of US$160 billion by 2025, as reported by Goldman Sachs. In 2022, the global digital marketing market size was estimated at around USD 321 billion, with a projected CAGR of approximately 13.1% during the forecast period. By 2028, it is anticipated to reach approximately USD 671.86 billion. These figures indicate a strong and steady growth trajectory for Digital Marketing Specialists, affirming the industry's status as the most powerful marketing method globally.

Designations:

- Digital Marketing Director
- SEO Specialist/Manager
- SEM/PPC Specialist
- Social Media Manager
- Digital Marketing Consultant
- Digital Marketing Manager

Why Digital Marketing Specialist Training Course from Education Nest

- **Free Demo on Request**
- **Live Interactive Learning**
- **Lifetime Access**
- **Flexible Schedules**
- **24x7 Support**
- **One on One Doubt Clearing**
- **Real Time Project-Based Learning**
- **Certificate Oriented Curriculum**

Key Skills Covered:

- Competitive research and analysis
- SEO and SEM
- SERPs
- On-page optimization
- Real-time analytics
- Web analytics

- Content Marketing
- Applied Analytics
- Social Media Marketing
- Social Media Advertising
- Content Marketing
- Digital Marketing strategy
- Website designing
- Webpage and blog post optimization

Digital Marketing Specialist Training Course Syllabus

Module 1: Introduction of Digital Marketing

- Introduction to online digital marketing
- Importance of digital marketing
- How internet marketing works?
- Traditional Vs. Digital Marketing
- Significance of online marketing in real world
- Increasing visibility
- Visitors' engagement
- Bringing targeted traffic
- Lead generation
- Converting leads
- Performance evaluation

Module 2: Website Planning and Maintenance

- Understanding internet and websites
- Domain names and extensions
- Web server and its types

- What is web hosting?
- Types of websites – dynamic & static
- Planning and conceptualization of a website
- Understanding the web pages, its structure and navigation
- Making a blueprint of the website

Module 3: Create a Website Using WordPress

- Word Press Website?
- Install Word Press Theme?
- Create Page
- Create Post
- SEO Plug-in
- Tag Manager Plug-in

Module 4: Business Trends Research

- What is Google Trends
- How Use Google Trends
- Trends and Analysis

Module 5: Keyword Planning and Mapping

- Market research
- Keyword research and analysis
- SWOT analysis of a website
- Types of keywords
- Tools used for keyword research
- Localized keyword research
- Competitor website analysis
- Choosing right keywords to the project

Module 6: Search Engine Optimization

- Introduction to Search Engine Optimization
- How Search Engine works?
- SEO fundamentals & concepts
- Understanding the SERP

Module 7: On-Page Optimization

- Meta data optimization
- URL optimization
- Internal linking
- 301 Redirection
- 404 error pages
- Canonical implementation
- H1, H2, H3 tags optimization
- Image optimization
- Optimize SEO content
- Check for copyscape content
- Landing Page optimization
- No-Follow and Do-Follow
- Indexing and Caching
- Creating XML Sitemap
- Creating Robot.txt
- HTML validation using W3C
- Google webmaster tool & website verification
- And much more on-page techniques

Module 8: Off-Page Optimization

- Link building tips & techniques
- Difference between white hat and black hat SEO

- Page rank, Alexa rank, domain authority, backlinks
- Do's & don'ts in link building
- Link acquisition techniques
- Directory submission
- Social bookmarking submission
- Search engine submission
- Web 2.0 submission
- Article submission
- Press release submission
- Forum submission
- PPT submission
- PDF submission
- Classified submission
- Business listing
- Blog commenting

Module 9: SEO Updates and Analysis

- Google Panda, Penguin, Humming bird algorithm
- How to recover your website from Google penalties
- Webmaster and analytics tools
- Competitor website analysis and backlinks building
- SEO tools for website analysis and optimization
- Backlinks tracking, monitoring and reporting

Module 10: Social Media Marketing (SMM)

- Introduction to social media marketing
- Understanding the past and present
- How social media can influence marketing strategies?
- What is viral marketing and its significance in current world?

Module 11: Social Media Optimization (SMO)

- Introduction to Social media networks
- Types of social media websites
- Social Media Optimization concepts
- Facebook Page, Google+, LinkedIn, YouTube, Pinterest,
- Instagram Optimization
- Hashtags and Mentions
- Image optimization and networking
- Mico Blogs for Businesses

Module 12: Online Reputation Management

- Brand Building
- Promoting Brand Awareness
- Brand Building Tools & Apps
- Positive Negative Brand Building
- Rebuilding Brand Image

Module 13: Content Marketing

- Intro to Content marketing and management
- Writing compelling content
- Keyword research
- Unique ways to write eye-catchy content
- Template creation for content
- Optimizing content for search engine
- Content distribution to increase traffic & sales

Module 14: AdSense and Blog Marketing

- What is blogging?
- What is AdSense program?

- How to earn money through blogging?
- Tricks to get AdSense approved by Google
- Google AdSense account setup and integrating with analytics
- Placing ad codes on blog or website
- Alternative Ads websites that can earn you money

Module 15: Google AdWords

- Google AdWords fundamentals
- Landing page optimization
- Set-up PPC Campaign
- Google AdWords account structure
- PPC campaign navigation
- How to set up PPC campaign
- Single Account Vs My Client Center (MCC) Account
- What is Click-through-Rates (CTRs), Impression, Conversion?
- Quality score and its importance
- What is tracking code?
- What is keyword research?
- Analyze competitors' keywords
- Creating campaign, Ad group, Ads, Keywords Geo targeting for Ads Bidding Billing
- Google AdWords Editor
- Reporting

Module 16: Web Analytics

- Introduction to Web Analytics
- Google and Bing Analytics
- Integrating website with analytics
- Setting up goals & tracking traffic and conversions
- Cookies tracking, eCommerce tracking
- Exit rate Vs. bounce rate

- Setting up funnels in goals
- Integrating AdWords and analytics
- account and its benefits
- Measuring performance of marketing campaigns
- What is link tagging and how to set up?
- Filters and segments
- Customized reports
- Monitoring traffic sources and behaviour
- Conversions tracking and reporting

Module 17: Mobile Marketing

- Importance of mobile marketing in current scenario
- Fundaments of mobile marketing
- Forms of mobile marketing
- Geo-targeting campaigns for mobile users
- Measuring and managing campaign
- App & Web - Mobile advertising
- Content marketing
- Mobile targeting and segmentation
- SMS marketing
- Case Studies on App advertising

Module 18: Email Marketing

- What is Email Marketing?
- Importance of Email Marketing
- Popular Email Marketing Software's
- 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 campaigns
- Creating an Email Campaign
- What is Newsletter
- Design a Newsletter
- Reports
- Marketing Automation

Module 19: Video Marketing

- Importance of video marketing
- Understanding video campaigns
- YouTube marketing (Video Ads)
- Types of YouTube Ads
- In-display and In-stream ads
- Using YouTube for businesses
- Developing YouTube marketing strategies
- Video Ad groups
- Targeting options
- Understanding bid strategies
- Bringing visitors to your website via YouTube videos

Module 20: Affiliate Marketing

- Fundamentals of Affiliate marketing
- How people are earning millions of dollars via affiliate marketing?
- Changes in marketing industry over the years
- Ways to do affiliate marketing
- Live examples of how affiliate marketers earn money online

- How to get approved from affiliate agencies?
- Getting approval from commission junction

Module 21: Local Business Listing

- Google places optimization
- NAP (Name Address Place)
- Citations
- Using H card
- Local SEO

Module 22: Digital Marketing Analytics, Strategy and ROI Measurement

- Google Analytics and Visitors' Traffic Matrices
- Visitor Behavior using Multiple Metrics
- Slicing and Dicing Data
- Growth Patterns
- How to Build a Marketing Strategy by Seeing Traffic Patterns?
- Channel Performance, Setting Goals
- Creating Reports and Dashboards
- Measuring ROI as an Integrated Approach
- Strategy Creation

Career Support

Profile Building:

At Sambodhi and Education Nest, we provide the services of experienced professionals who can offer personalized assistance in crafting your CV and online profiles. They take into account your unique educational and experiential background, ensuring that your job application stands out from the rest.

Interview Preparation:

The upcoming interview preparation service will provide individuals with personalized one-on-one sessions tailored to their specific needs. Additionally, if required, the service will offer the option for mock interviews, allowing individuals to practice and refine their interview skills in a simulated environment.

Job Referrals:

At Education Nest, we receive a variety of job requirements from diverse sources such as organizations, our clients, HR consultants, and a vast network of Education Nest currently employed in different companies. We strive to meet these varied requirements to the best of our abilities.

Continuous Support:

At Sambodhi and Education Nest, we provide ongoing support to our learners for as long as they need it. Many of our learners have received multiple job offers and promising employment opportunities as a result of the skills they acquire during our program.