



Diploma in Internet Marketing Course

Project Based Immersive Learning Course

Diploma in Internet Marketing Training Course Overview

The Diploma in Internet Marketing from Sambodhi and Education Nest is a comprehensive 70-90 hour course that equips you with the skills needed for successful Internet and digital marketing. No matter your educational background, anyone can become an Internet marketing professional. The course focuses on providing you with a strong understanding of the Internet landscape, ensuring that no prior knowledge in marketing is required. By enrolling in this course, you commit to working hard and learning, while Sambodhi and Education Nest support you in achieving your career goals. Each aspect of Internet marketing is explained in a simplified manner, enabling you to gain expertise in this area upon completion of the course. The course is led by a knowledgeable trainer who will guide you through the key fundamentals of Internet marketing.

Benefits of Diploma in Internet Marketing Training Course:

The Diploma in Internet Marketing Training course offers various benefits for individuals looking to advance their careers in the field of Internet marketing. Upon completion of the course, you will gain a comprehensive understanding of Internet marketing from a career perspective. This will enable you to work as a full-time, part-time, or weekend Internet marketing professional for companies. Furthermore, you can earn additional income by taking on project-based assignments as a

freelancer. The field of Internet marketing offers numerous job opportunities worldwide, with top companies actively recruiting professionals in this field. Additionally, the demand for skilled candidates in Internet marketing continues to increase every year.

Who should learn?

- Fresher's
- Marketing Professionals
- Business Owners
- Freelancers
- Career Switchers
- Anyone with a passion for digital marketing and a desire to learn and explore the dynamic world of online marketing can benefit from this course.

Why do you need Diploma in Internet Marketing Training Course?

Average Salary Growth:

The average salary of an Internet Marketing Professional can vary depending on factors such as location, experience, industry, and job role. In the United States, the average annual salary for Internet Marketing Professionals ranges from approximately \$45,000 to \$85,000. Entry-level positions may start around \$40,000, while more experienced professionals or those in managerial roles can earn salaries exceeding \$100,000 per year.

Industries:

The demand for Internet Marketing professionals is high across various industries and multinational corporations (MNCs). As a result, industries such as e-commerce, technology, media and entertainment, retail, finance, healthcare, and hospitality are actively seeking skilled Internet Marketing professionals. Social media marketing has become a prevalent strategy for businesses, with a staggering 93% of companies utilizing these platforms to promote their brand and reach their target audience.

Position in Market:

Internet Marketing is projected to grow significantly with 148,344,875 registered websites. Mobile email opens have risen by 80% in six months, emphasizing the importance of mobile marketing. Blogs hold 63% more influence on purchase decisions than print magazines. India has over 10,000 vacant Internet marketing jobs, showcasing ample opportunities. These statistics highlight the promising future of Internet Marketing.

Designations:

- Digital Marketing Specialist
- Social Media Manager
- SEO Specialist
- Content Marketer
- Email Marketing Specialist
- Digital Marketing Consultant

Why Diploma in Internet Marketing 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:

- Digital Marketing Strategies
- Search Engine Optimization (SEO)
- Pay-per-Click Advertising (PPC)
- Social Media Marketing
- Content Marketing
- Google Adwords
- YouTube Marketing
- Lead Generation
- Growth Hacking
- Freelancing
- Email Marketing
- Web Analytics
- Online Advertising
- Mobile Marketing
- Branding and Online Reputation Management
- Data Analysis and Reporting

Diploma in Internet Marketing Training Course Syllabus

Module 1: Introduction to Digital Marketing

- What exactly is Digital Marketing?
- Digital Marketing Vs Traditional Marketing
- What is B2B & B2C Marketing?
- How to Start Digital Marketing?
- What is Traffic?
- What is Keywords?
- One By One Process Of Digital Marketing
- How to get Traffic?
- How to Engage Traffic on Website?
- Types Of Lead& Conversion
- How to Retain your Web Customer?
- Analysis your Traffic Sources & ROI
- Benefit of Digital marketing

Module 2: Basic of Computer (Back to School)

- What Is Internet?
- Who owns the Internet?
- How Internet Works?
- What is Intranet?
- Difference Between Internet & Intranet.
- What Is IP?
- What Is the Use of IP?
- What is Computer Mac address
- What is Firewall?
- What Is LAN & WAN?

Module 3: General Overview of Web Concept & Hosting

- What is WWW?
- What is Domain?
- Difference Between HTTP & HTTPS
- What Is Domain Name?
- What is Domain Extension?
- What is Hosting?
- Different Types of Hosting
- Types of server
- Introducing Cloud & CDN Concept
- Difference Between Shared, VPS& Dedicated Server
- Different Types of Website
 - Based On Purpose
 - Based On Functionality
- Different types of programming Languages

Module 4: Website Planning & Creation

- How to Create Blueprint of Website?
- Objective of Website

- Deciding Position of Images & Content
- Who to make your website faster than Others?
- How to Create a website in Wordpress?
 - Choosing the right domain name for your website
 - Choosing a hosting platform
 - Installing WordPress within 5 minutes
 - Choosing the right free/paid wordpress theme for your blog
 - How to setup Google Webmaster tools and Google analytics for your blog?
 - Plugins you need for your WordPress blog/Website

Module 5: Search Engine Optimization (on Page SEO)

- What is SEO?
- What is SERP?
- What is one Page SEO?
 - How to Select a Domain Name?
 - Page Naming (URL Structuring)
 - Image Naming, Image Title and ALT Tags Creation
 - What are Meta Title
 - What Is Meta Description
 - Headings Tags {H1 to H6}
 - What is Content Writing?
 - SEO Friendly Content Writing {Insert keywords in content}
 - Anchor Text, Link Title
 - Robots.text file use and creation
 - HTML Sitemap creation
 - XML Site Map Creation
 - Tools for seo
 - Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

Module 6: Off Page SEO

- 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
- 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
- What is Page Rank?
- What is PA & DA?

Module 7: Advance SEO Knowledge

- 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?
- Black Hat SEO(Use at your Own Risk)

Module 8: Google Adwords (Search Advertising)

- Introduction to PPC & Adwords
- Setting Up Google Adwords Account
- Payment Option- Which is better ?
- Create First Campaign

- Understanding Adgroup, Ads, Keyword Concept
- Learn Bidding Strategy
- Geo Targeting
- Site Link Extensions
- Phone Extensions
- Local Extension
- Review Extension
- What is Quality Score?
- What is CTR?
- Conversion Tracking
- CPC/CPM
- How to Optimize your cost?
- How to Maintain QS & High CTR ?

Module 9: Re-marketing

- How to use Shared Library?
- What is Audience?
- How to Create Remarketing List?
- Setting Up your First Remarketing Campaign

Module 10: Display Advertising

- What is Display Advertising?
- Understanding Display Setting Concept
- Frequency Capping
- Type Of Display Network
- Understanding Display Planner Tools
- Display Targeting Optimization
- Display Keywords Targeting
- Placement Targeting
- Topics & Demographics Targeting
- Understanding Conservative Targeting
- Aggressive Targeting(Display Campaign Optimizer)

- Tips & Tricks

Module 11: Shopping Ads

- What is Shopping Ads?
- Creating & Verify Google Merchant Center Account
- Add Product in your MCA
- Understanding all required Fields for Product Listing.
- Add your Product in feeds using Google Seats
- Automatic Item Updates
- Linking MCA to Adwords Account

Module 12: Video Ads

- What Is Video Ads?
- Video Ads Format
- In-stream or video discovery ads
- Bumper ads: 6-second video ads
- Different Bidding Method
- Linking your YouTube accounts to Adwords
- Types of Video Targeting Method
- Selecting Best Targeting Method for your ads
- Tips for Creating Video Ads

Module 13: Universal App Ads

- Understanding Universal App Ads
- Upload your First app to PlayStore/IOS
- Creating your First Mobile App Ad
- Campaign Optimization
- Bid Strategy(Cost per Install)
- Find Best Placement for ads
- Tips & tricks for More Installation.

Module 14: Google Adwords Alternatives

- Overview of Bing & Yahoo PPC
- Transfer Google Adwords Campaign to Bing
- Compare Adword & Bing PPC
- Understanding Google Alternative
- Explore Bidvertiser, Info links, BuySellAds & More
- Get your Adwords Certificate Now(Best of Luck)

Module 15: Tracking Performance and Measurement with Google Analytics

- What is Google Analytics?
- How Google Analytics works?
- Accounts, profiles and users navigation
- Google Analytics
- Basic metrics
- The main sections of Google Analytics reports
- Traffic Sources
- Direct, referring, and search traffic
- Campaigns
- Visitors Analysis
- Unique visitors
- Geographic and language information
- Actionable Insights and the Big Picture
- Recap of Google Analytics reports and tools
- Finding actionable insights
- Common mistakes analysts make
- Additional Web analytics tools

Module 16: Social Media Marketing

- What is Social media Marketing

- How to market Company's Product On Social Media
- Why Social Media is Important?
- 7 Wonders of Social Media
- Create your Profile One by one
- Facebook Marketing
 - History of Facebook
 - How to market on Facebook
 - Create your Company Page, Group
 - How to manage your One week Post in Advance
 - How to increase your Facebook Likes(White hat)
 - How to get likes in bulk(Do it at your Own Risk)
 - How to Engage your Fan on Page
 - Make your Post Viral
 - Do some extra activity(Updated part)
 - Facebook PPC(Advertisement)
 - Example of some Successful Facebook Page
- LinkedIn Marketing
 - Introduction about LinkedIn
 - Create your Personal & Company Profile
 - Understanding B2B and B2C Concept
 - How to use Linked Group for Marketing
 - How to Increase your Connection
- Twitter Marketing
 - Introduction to Twitter
 - Create your Profile
 - Why is it Microblogging?
 - How to increase Followers (White & Black hat)
 - How to Market your Product
 - Understanding # (Hashtag) concept
 - Advertising on Twitter
 - Tools for Twitter Marketing
 - Example of Successful Twitter

- Pinterest Marketing
 - What exactly is Pinterest?
 - How it's different from other Social Media?
 - How to promote Business on Pinterest?
 - How to increase followers on Pinterest?
 - How it can help you to Promote your content?
 - Pinterest Analytics
- Quora Marketing
 - Introduction to Quora
 - How Quora helps in Content marketing?
 - How to reply on Quora Question?
 - Create Quora Ad

Module 17: Email Marketing

- What is Email Marketing?
- What is Opt-in & double opt-in database?
- What is Subscriber database?
- Email Marketing Software
- Email Marketing Online Tools
- Bulk email service provider
- What is SMTP Server?
- Rules of sending Bulk mail
- Setting auto responder email
- Best practice to send bulk mail
- Few tricks to send mail in inbox directly
- What is CAN-SPAM Act?
- What is A/B testing?
- Create your First email Campaign
- How to track Open/bounce/
- Unsubscribed Email?

Module 18: YouTube Marketing

- Introduction to YouTube
- Creating Multiple Chanel in Single Account
- Tools to create Videos
- How to add Annotation, subtitles & cards
- Search optimization of videos
- Tools to optimize Videos
- Instream & bumper ad in YouTube
- Video Monetization
- Tricks to make Money from YouTube
- Distribution of Videos for ranking
- YouTube Analytics

Module 19: Lead Generation

- Definition of an online sales Lead
- Cold, Warm and Hot leads
- What is landing page?
- Difference Between Landing page & Website
- How to create landing page?
- How to use Thank you page?
- Tools to create landing page
- What is A/B testing?
- Lead Funnel
- Converting Leads into sales through internet Marketing

Module 20: Online Advertising

- Introduction to banners, Contextual ads & rich Media
- Tools to manage pop up advertising
- Pop under advertising
- Contextual advertising using images & video
- Online Advertising company

- Creating Banner Ads using tools
- Tracking & Measuring ROI of online advertising

Module 21: Ecommerce Marketing

- What is ecommerce?
- Current ecommerce scenario in India
- Driving traffic to ecommerce portal & portal
- How to perform SEO for ecommerce website?
- Create advance strategy for Ecommerce Portal

Module 22: Mobile Marketing

- What is mobile marketing?
- Why is it important in current Scenario?
- What is mobile website?
- Tools to create Mobile app
- Ads on Mobile app
- How to do seo for mobile app search?
- Tools to create Mobile Website
- SMS marketing
- TRAI rules & Regulations for Mobile Marketing

Module 23: Content Marketing

- What is Content Marketing?
- Objective of content Marketing
- Why “Content is King” for SEO scenario?
- How to write SEO friendly Content?
- How to become content writer?
- Tools for content writing
- How to spin other website content?
- How to promote your content online?

Module 24: Growth Hacking

- What is Growth Hacking?
- Calculate per-user LTV
- Design Growth Funnel
- Analysis of Growth using analytics tools
- Story Telling technique for Growth Hacking

Module 25: Influence Marketing

- Introducing influence Marketing
- What are brand influencers?
- What are Digital influencers?
- What is Social media influencer marketing?
- How do influencers change Customer mindset?
- Case Studies of influence marketing

Module 26: Online Reputation Management

- What is online Reputation?
- Why online Reputation is Important?
- How to manage your online reputation?
- How to respond to first page Negative Review?
- How to take control on your online reputation?

Module 27: Affiliate Marketing

- What is affiliate marketing?
- Making Money from affiliate marketing revolution
- Overview of affiliate Marketing networks
- Indian websites with best affiliate Programs
- Secrets of Affiliates marketing
- Live Examples of Affiliates Marketing
- What is www.cj.com?
- How to approve for world largest Affiliates Websites www.cj.com?

Module 28: Become online Seller

- How to Select Best Product?
- How to Decide Pricing?
- Select Best Marketplace for your Product
- Registering on Marketplace
- List your Product
- Choose Best Logistic option

Module 29: Internet Entrepreneurship with Google AdSense

(Blogging)

- Adsense Program overview & Features
- How to get approved for Adsense?
- Few tricks to get approval by Google
- How to put ads on your blog?
- How to receive a check from Google each month through Google AdSense?
- Building an AdSense network with multiple AdSense website.

Module 30: Freelancing

- What is freelancing?
- Popular freelancing websites
- How to take project from freelancing website?
- How to choose freelancer (For your project)?
- How to get money worldwide?
- Popular online payment option for freelancer

Module 31: Internet Entrepreneurship

- How to Start Online Business?
- How to register Company in India?
- Important Tools for Entrepreneur
- Rules & regulation of Taxation in India

- Funding Concept for Company
- How to Get Fund from Investor?
- Idea Does Not Matter, Execution Does!

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.