HOW THIS
ONLINE COURSE
WILL HELP YOU

This course will help you to learn the advanced methods from Beginner to Advanced stages of Digital

Complete videos will be recorded and can be watched without any time limit. Personal Training team is available for each student to clear all the doubts. Handsown experience and assignments to scruten the skills for Digital Marketing.

100%
PRACTICAL
TRAINING

Why Choose us

Digimark is one of the Top Digital Marketing Company in Kerala with direct team support with Google and Facebook

✓ 250+ YouTube Channels

✓ 50+ Facebook Pages

✓ 100+ Trainings Completed

SUN - MON
9AM -5 PM

TEAM SUPPORT

SUN - MON
ONLINE SUPPORT
via WhatsApp Group

MEET THE TRAINERS

Subin Yoosuf

Salih Usman

Anwar Sadath

Solomon Georgedas

DIGITAL MARKETING ONLINE COACHING

Summary

- ⊘ Introduction to Digital Marketing
- ⊘ Modules of Digital Marketing
- ⊘ SEO - Search Engine Optimisation (Onpage & Offpage) Wordpress Management
- ⊘ Google Analytics
- ⊘ SEM - Search Engine Marketing (Quick Ads & PPC Ads)
- ⊘ SMO - Social Media Optimisation
- ⊘ SMM -Social Media Marketing (Facebook , Instagram , Linkedin , Twitter)
- ⊘ Email Marketing (Mailchimp)
- ⊘ Messenger Marketing (Many Chat)
- ⊘ Video Marketing (YouTube & Facebook)
- ⊘ Affiliate Marketing (Amazon & Ebay & Clickbank)

How this course will help you to learn Digital Marketing ? : This course will help you to learn the advanced methods from Beginner to Advanced stages of Digital Marketing. Complete videos will be recorded and can be watched without any time limit.

Team Support : Monday to Sunday - 9 AM - 5 PM
Online Support : Via WhatsApp Group with 4 Faculties

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Classes in Detail Lesson Plan

60 HOURS Online Class - Total 30 Days Daily 2 Hours Live Session
Monday to Friday (Morning 1 Hour + Afternoon 1 Hour)

Basics of Digital Marketing

- Introduction to Digital Marketing
- Modules of Digital Marketing
- Benefits of Digital Marketing
- How to Learn Digital Marketing ?
- Tools & Softwares we are going to Explore

Domains & Hosting Class

- How to select a domain name ?
- Domains & Domain Providers
- Types of Hosting Plans & Providers
- Purchasing Domain & Hosting
- Understanding DNS Settings
- SSL Certificate Importance

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ON PAGE SEO

Wordpress Management

- Wordpress Installation & Setup
- Website Theme installation
- Plugins Installation
- Creating pages, Menus and URL Structuring
- Image Naming & Alt Tag Creation
- Yoast Seo Plugin
- Meta Title , Description & Meta Tags

Google Search Console

- Creating an Account in Search Console
- Adding Website to Search Console
- XML Sitemap
- Robots.txt File Use and Creation
- Setting up the Preferred Website Version
- Url Inspection & Fetch as Google
- Rich Snippets & Structured Data

Content Writing

- Keywords Research & Understanding Your Audience
- Crafting Killer Headlines
- H1 , H2 ,H3 Tags Importance
- Tools to write content without Grammar Mistakes
- Seo Optimisation for Content
- Internal Links & External Links

OFF PAGE SEO

- What is Off page Seo ?
- How to build backlinks ?
- Do Follow links and No Follow Links
- Social Bookmarking Links
- Directory Submission Links
- Building Image Links
- Building Q & A Links

OFF-PAGE SEO

Local Search
Introduction to Google My Business

- Local Search Optimization
- Info & Insights Tutorial
- How to handle Negative Reviews ?
- Google My Business Website Importance
- Multiple Location & User Management

Web Analytics

- Google Analytics Introduction
- Integration to Wordpress
- Views and Filters
- Creating Goals in Analytics
- Google Analytics Reports

SEARCH ENGINE MARKETING

Google Adwords Express

- ✓ Google Adwords Express Introduction
- ✓ Creating First Google Ad
- ✓ Targeting inside Adwords Express
- ✓ How to write Google Ads
- ✓ Budget & Billing

Google Ads

- ✓ Difference Between Adwords Express & Google Ads
- ✓ Google Ads Account Setup
- ✓ Exploring Google Keyword Planner
- ✓ Keywords Match Types
- ✓ Types of Campaigns in Google Ads

Google Ads (Part 2)

- ✓ What are Campaigns
- ✓ What are Ad Groups
- ✓ What are Ads
- ✓ What are Ad Extensions
- ✓ What is Conversion Tracking ?
- ✓ What is Remarketing ?

Google Ads (Part 3)

- ✓ Creating Search Campaign
- ✓ Creating Display Campaign
- ✓ Video Campaign Creation

Google Ads (Part 4)

- ✓ Integration of Analytics inside Google Ads
- ✓ Setting up Remarketing Audiences
- ✓ Creating Remarketing Ads in Google Ads

SOCIAL MEDIA OPTIMISATION (SMO)

Local Search

What is Social Media Optimisation ?

- ⊘ Branding of our Business
- ⊘ Tools we can use for Graphics
- ⊘ Important Social Media Platforms
- ⊘ How to optimise the Social Platforms with Keywords
- ⊘ Canva Tutorial
- ⊘ Facebook Page Optimisation
- ⊘ Instagram Business Profile
- ⊘ Linkedin Page Optimisation
- ⊘ Twitter Optimisation

SOCIAL MEDIA MARKETING (SMM)

Facebook Session

- ⊘ Facebook Page Introduction & Tour
- ⊘ Facebook Ads Manager Introduction
- ⊘ Facebook Business Manager Introduction
- ⊘ Social Media Marketing Tools

Facebook Ads

- ⊘ Facebook Ads Policies
- ⊘ Introduction to Boost Ads
- ⊘ Introduction Promote Ads
- ⊘ Quick Campaigns from Facebook
- ⊘ Advantages & Disadvantages

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Facebook Ads Advanced

- Campaign Creation inside Ads Manager
- Lead Ads & Website Traffic
- Facebook Pixel Explained
- Facebook Remarketing
- Facebook Conversion Tracking
- Facebook Audience Manager
- Facebook Lookalike Audience

FACEBOOK ADVERTISING
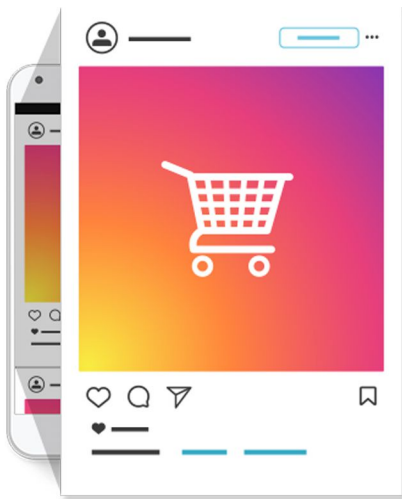
Instagram Ads

- Instagram Campaigns Introduction
- Instagram Campaign Types
- Creating Instagram Campaign via Facebook
- Creating Instagram Campaign via Instagram

LinkedIn Marketing

- Introduction to Linkedin Pages
- Types of LinkedIn Ads
- Creating Linkedin Campaigns

Email Marketing

- Introduction to Email Marketing
- Email Marketing Tools
- Mailchimp Tutorial
- Creating Email Lists
- Email Marketing Automation

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Youtube

- Youtube Brand Channel Creation
- YouTube Brand Channel Account Setup
- YouTube Channel in Detail
- Youtube Copyright Policies
- How to upload on YouTube ?
- Title , Description and Tag
- Cards & Endscreens
- Monetization
- Thumbnails & Playlist
- YouTube Seo Tools

Affiliate puts your Ad
on a Website

Affiliate gets a
commission, get
a Sale !

Customer Clicks
& Converts

Conversions are
tracked

Affiliate Marketing

- Introduction to Affiliate Marketing
- Affiliate Marketing Platforms
- Affiliate Account Creation in Amazon
- AdmitAd Account Creation
- Affiliate Link Marketing
- Affiliate Link Marketing via Display Ad
- Affiliate Link Marketing via Videos
- Affiliate Link Marketing via Content