KIDM

Kanpur Institute of Digital Marketing

DIGITAL MARKETING
ACADEMY

- **COURSE**

- **CERTIFICATES**

- **100% PLACEMENT ASSISTANCE**

ABOUT THE COURSE

The Digital Marketing Training Program is designed by the industry experts. You will get Hands-on learning with live projects and simulation exams. With the complements of world-class course content in Blogging, PPC, Social Media, and Web Analytics.

ABOUT THE DIGITAL MARKETING

Marketing you will learn how to create ads for YouTube, Social Media, Google and many other platforms. As well as you will learn about various tools & techniques like SEO, Google Analytics, AdWords, Blogging etc.
According to survey of Times of India "There are around 13 lakh jobs in Digital Marketing by the year 2024. Using Digital Marketing you can also earn money online and grow your business.

COURSE CURRICULUM

1. 105 Hours Training

Engage in interactive sessions covering core concepts and advanced strategies in marketing, analytics, and business growth.

2. 200 Hours of Practical Work

Apply your knowledge through hands-on projects, gaining real-world experience in analyzing market trends and creating impactful marketing campaigns.

3. 10+ Real-World Projects

Tackle diverse projects that simulate real industry challenges, allowing you to develop problem-solving skills and business acumen.

4. 23+ Top Case Studies

Examine successful case studies from various industries, learning from best practices and innovative approaches.

5. 50+ Marketing Tool Experience

Gain proficiency in a wide array of marketing tools and technologies, enhancing your technical expertise.

6. 8 Quizzes & 2 Exams:

Test your knowledge with quizzes and comprehensive exams to ensure mastery of the course material.

This curriculum is designed to provide a holistic and practical approach to marketing and business analytics, preparing you for a successful career in the industry.

LET'S LEARN DIGITAL MARKETING

STEP 06 — You are Digital Marketing Expert

STEP 05 — Get your Job or Earn Money Online

STEP 04 — Advance Digital Marketing

STEP 03 — Digital Marketing Projects & Tools

STEP 02 — Basics of Digital Marketing

STEP 01 — Digital Preception

Learn digital marketing in six simple steps. Start with **Digital Perception** to understand the online landscape. Then, move on to the **Basics of Digital Marketing** for foundational knowledge. **Digital Marketing Projects & Tools** help build hands-on experience. Next, explore **Advanced Digital Marketing** techniques. Step into a career with **Get Your Job or Earn Money Online**, and become a **Digital Marketing Expert**.

WHO SHOULD ATTEND

1. Students in under graduation courses or post graduation courses.

2. Entrepreneurs, Bloggers, You Tubers, Freelancers or have family.

3. People looking for best future opportunities & hike in salary.

4. Website developers & App developers.

5. Marketing & Sales professionals.

Regardless of background or career stage, diving into a digital marketing course unveils a world of opportunity. From undergrads to seasoned professionals, it's the ultimate roadmap to thrive in the digital realm, paving the way for growth, innovation, and a rewarding future. Our course is designed for aspiring marketers, entrepreneurs, and professionals eager to master the digital landscape. Whether you're a beginner looking to start your career or an experienced marketer seeking to enhance your skills, this course provides comprehensive training in SEO, social media, content marketing, analytics, and more. Join us and transform your marketing strategies in the digital age!

SALIENT FEATURES

Training classes by Google certified professionals. **01**

Moduleend classes by Top Digital Marketers of India. **02**

Certificate from Google and Facebook, 4 more certificates. **03**

Hands-on experience with 10+ real World projects. **04**

Rs. 5 lacs- Rs. 15 lacs Job offer. **05**

24 x 7 Support through Discussion Forum. **06**

Rs. 50,000+ Worth Digital Marketing Tools and books. **07**

Help in your blog, freelancing career, YouTube channel & app installs. **08**

MODULE - 1

Introduction To Digital Marketing

1.1 Marketing Principles & Terminologies
1.2 Digital Marketing Basics
1.3 Digital Marketing Opportunities
1.4 Digital Marketing Vs. Traditional Marketing
1.5 Inbound & Outbound Marketing
1.6 Classroom Marketing Activities
1.7 Marketing Case Studies

MODULE - 2

Website Development

2.1 Basics of website development
2.2 WordPress basics and advance
2.3 UI/UX
2.4 Mobile Friendly Website
2.5 Your first website
2.6 Landing Pages Designs
2.7 Chat bots & Popups Integration

MODULE - 3

Search Engine Optimization (SEO)

3.1 Working of Search Engine
3.2 Google Search Algorithm
3.3 Keywords Types and Selection
3.4 On-page SEO (Basics+Advance)
3.5 Off-page SEO (Basics+Advance)
3.6 Local SEO & Google My Business
3.7 SEO Auditing & Tools

MODULE - 4

Web Analytics

4.1 Role of Analytics In Digital Marketing
4.2 Google Analytics
4.3 SEO Analytics & Reporting
4.4 Audience Behavior & Demographics Reporting
4.5 ROI & ROAS Based Analytics
4.6 Viral Content Analytics
4.7 UTM & Uses
4.8 Adobe Analytics - Site Catalyst

MODULE - 5

Content Writing & Marketing

5.1 Choosing Right Content Ideas
5.2 Crafting killer headlines
5.3 Structure & Types of Content
5.4 Grammar behind the Content
5.5 Storytelling & Copywriting
5.6 Content Distribution Strategy
5.7 Content Marketing Tools

MODULE - 6

Blogging & Google AdSense

6.1 Basics of blogging
6.2 Niche Selection Rules
6.3 Content Strategy
6.4 Traffic Sources & Strategy
6.5 Google AdSense
6.6 Other Ways To Monetization
6.7 Webinar by a top Blogger

MODULE - 7

Graphics Designing

7.1 Graphics Designing In Digital World

7.2 Photoshop

7.3 CorelDRAW

7.4 Social Media Post Designs

7.5 Ads Designs

7.6 Creativity Behind Ads

7.7 10 Minute Graphics Challenge

MODULE - 8

Social Media Marketing

8.1 Social Media Marketing landscape

8.2 Basics of Facebook Marketing

8.3 Facebook Marketing strategies and tools

8.4 Twitter Marketing

8.5 LinkedIn Marketing

8.6 Social media for personal branding

8.7 Key Takeaways
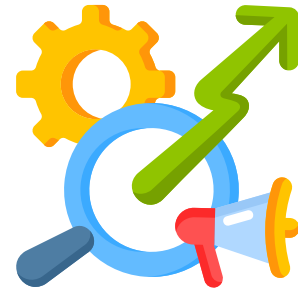
MODULE - 9

Freelancing

9.1 Golden Era of Freelancing

9.2 Success Factors In Freelancing

9.3 Various Platforms In Freelancing

9.4 Skills To Sale Your Services

9.5 Digital Selling Pro Tips

9.6 Finding Projects From Social Media

9.7 Freelancing As Career Option

9.8 Webinar from Top Freelancer

MODULE - 10

Google AdWords

10.1 Psychology of search
10.2 Keywords research
10.3 Google AdWords fundamentals
10.4 AdWords campaigns creation & optimization
10.5 Display Marketing
10.6 YouTube Marketing
10.7 Shopping Ads Campaigns
10.8 Universal App Campaigns

MODULE - 11

YouTube Marketing & Video Editing

11.1 Landscape of YouTube Videos
11.2 Video Editing Tools
11.3 Selection of Category In YouTube
11.4 Channel Creation
11.5 Use of Keywords, Tags In Video
11.6 YouTube Video Marketing
11.7 Tools for YouTube Success
11.8 Earning from YouTube

MODULE - 12

Sales in Ecommerce Platforms

12.1 History of Ecommerce
12.2 Buyers Behavior In Online Buying
12.3 Amazon Seller Central
12.4 Flipkart Seller Hub
12.5 Marketing Strategy for Products
12.6 High Profitable Business from Ecommerce
12.7 Top Case Studies

MODULE - 13

Email Marketing

13.1 **Introduction to email marketing**

13.2 **Designing of email templates**

13.3 **Automation in email marketing**

13.4 **Tools for email marketing**

13.5 **Reporting In Email Marketing**

13.6 **Evaluating data metrics with email marketing**

13.7 **Case studies**

MODULE - 14

Leads Generation & CRM

14.1 **Sources of Lead Generation**

14.2 **Optimizing Landing Pages**

14.3 **Sales Funnel**

14.4 **Automation In Sales Funnel using Zapier**

14.5 **Convert Leads Into Customers**

14.6 **Manage Leads in CRM**

14.7 **Low Cost & High Quality Leads Ideas**

14.8 **Rs. 500 Leads Challenge**

MODULE - 15

Ecommerce & News Website Development

15.1 **Ecommerce Website Design**

15.2 **Shopify**

15.3 **Marketplace Walkthrough**

15.4 **Payment Gateways**

15.5 **Sale cross border & Global**

15.6 **Multi Channel Marketplace**

15.7 **Solution for Shipping Orders & Tracking**

15.8 **Top Case Studies**

MODULE - 16

Dropshipping

16.1   **Introduction to Dropshipping**

16.2   **Selection of products to sell**

16.3   **Turn website into sales machine**

16.4   **Supply in International Market**

16.5   **Grow Income From Dropship**

16.6   **Case studies**

16.7   **LIVE webinar by a Dropshipping Expert**

MODULE - 17

Video and Content Marketing

17.1   **Power of content marketing**

17.2   **New era of video marketing**

17.3   **Viral content marketing**

17.4   **Content marketing tools**

17.5   **Content marketing as an influencer**

17.6   **LIVE Video class by top influencers**

17.7   **Case Studies**

MODULE - 18

Advance SEO & Deep Blogging Secrets

18.1   **SEO Steroids**

18.2   **Black Hat SEO Techniques**

18.3   **Grey Hat SEO Techniques**

18.4   **Deep Blogging Secrets To Earn Money**

18.5   **SEO of Ecommerce & Listing Sites**

18.6   **SEO of News Sites**

18.7   **SEO of Mobile App (ASO)**

18.8   **Career In SEO**

MODULE - 19

Affiliate Marketing

19.1 Purpose of Affiliate Marketing

19.2 Get Started with Affiliate Marketing

19.3 Selection of Profitable offers

19.4 Approval from Affiliate Networks

19.5 Affiliate Marketing using YouTube

19.6 Affiliate Marketing Using SEO

19.7 Affiliate Marketing Using Email

19.8 Secrets to Get 50% Margin

MODULE - 20

Influencer Marketing & ORM

20.1 What is Influencer Marketing

20.2 Influencer Marketing on Instagram

20.3 Influencer Marketing on YouTube

20.4 Earning from Influencer Marketing

20.5 Online Reputation Management (ORM)

20.6 Make a strong Network Worldwide

20.7 Meetup with top Influencers

MODULE - 21

Google DoubleClick & Media Buying

21.1 Introduction to Programmatic Media Buying

21.2 Traditional vs Programmatic Media Buying

21.3 Google Double Click

21.4 Media Buying using Taboola

21.5 Google Double Click Exam

MODULE - 22

Digital Marketing for Your Business

22.1 Planning & Executing Marketing Strategy

22.1 Selection of Digital Platforms

22.2 Targeting Right Audience Tips

22.3 Growth Hacking for your business

22.4 Low Budget Investment Strategy

22.5 ROI Based Marketing

22.6 100+ Tools & Techniques to get results

22.7 Tracking & Optimizing Campaigns

MODULE - 23

Permanent Income from Online World

23.1 Blogging Income

23.2 Freelancing Income

23.3 YouTube Income

23.4 Dropshipping Income

23.5 Marketplace Income

23.6 Affiliate Marketing Income

23.7 Influencer Marketing Income

23.8 20+ Secrets Ways to Income with Proven Techniques

MODULE - 24

Job & Interview Preparation

24.1 Create impressive Resume

24.2 Soft skills Training

24.3 Personality & Communication Training

24.4 Learn to convey information quickly & clearly

24.5 Group Discussions

24.6 Impress HR Panel with your project presentations

24.7 Mock Interviews

24.7 Get Jobs alerts from various platforms

EXAMS AND CERTIFICATES

Elementary Exam

To test basic skills of digital marketing

Master Exam

For job offers (Passing criteria: Min 80%)

On passing elementary exam 4 certificates will be given including certificates from Google and Facebook.