ADVANCE DIGITAL MARKETING VIDEO TRAINING COURSE
Who Can Join?

**Business Owners** who want to attract more customers online and really want to learn Practical Strategies right from Email Marketing to Advance PPC Marketing to grow their business.

If you are a Marketing **Employee**, I.T person, social media marketer, website or Graphic Designer, you can join this advance course & complement your skills with Digital Marketing.

If you are a **Student** or a **Job Seeker**, here comes a great opportunities to excel in the field of Digital Marketing. Start a Job or start your own Online Business.
Our Achievements:

1000+ PPC Ad Campaigns
120+ Clients Served
450+ Digital Assets Managed

13000+ Students Trained
97% Positive ROI on Ads
90 Lacs + Ad Impressions to People
Course Modules:

M 01 : Digital Marketing Fundamentals
M 02 : Website Planning and Structure
M 03 : Facebook Marketing for Business
M 04 : Google Adwords and PPC Advertising
M 05 : YouTube and Video Marketing
M 06 : E-mail Marketing for Business
M 07 : Lead Generation & Marketing Automation
M 08 : eCommerce and Payment Gateway
M 09 : Remarketing Strategies – Advance Level
M 10 : Google Plus for Business

M 11 : LinkedIn and Twitter Marketing
M 12 : Google Analytics and Webmaster Tool
M 13 : Search Engine Optimization (SEO)
M 14 : Affiliate Marketing & Google AdSense
M 15 : Case Studies and Practical Assignments
M 16 : Google Certification Program Training
Ok.. Mr. Viral Jadhav
Can you please explain the detailed topics covered in each module...
Module 1:
Digital Marketing Fundamentals

Section 01: Marketing v/s Sales
Section 02: Marketing Mix and 4 Ps
Section 03: What is Digital Marketing
Section 04: Inbound vs Outbound Marketing
Section 05: Content Marketing
Section 06: Understanding Traffic
Section 07: Understanding Leads
Section 08: Strategic Flow for Marketing Activities
Module 2:
Website Planning and Structure

WWW
Domains
Buying a Domain
Website Language & Technology
Core Objective of Website and Flow
One Page Website
Strategic Design of Home Page
Strategic Design of Products & Services Page
Strategic Design of Pricing Page
Portfolio, Gallery and Contact Us Page
Call to Action (Real Engagement Happens)

Designing Other Pages
SEO Overview
Google Analytics Tracking Code
Website Auditing
Designing Wordpress Website
Module 3: Level - 1
Facebook Marketing Fundamentals

Profiles and Pages
Business Categories
Getting Assets Ready
Creating Facebook Pages
Page Info and Settings
Facebook Page Custom URL
Invite Page Likes
Featured Video
Pin Post and Highlights

Scheduling Posts
Facebook Events
Reply and Message
Facebook Insights Reports
Competitor's Facebook Page
Ban User on Facebook Page
Connect with Twitter
Module 3 : Level - 2
Facebook Ad Campaigns

- Organic v/s Paid
- Defining Ad Objective
- Performance Matrix
- Ad Components
- Designing Creative Image
- Facebook Ad Structure
- Setting Up Facebook Ad Account
- Create Ad - Targeting
- Create Ad - Budgeting
- Create Ad - Creative
- Content and CTA

- Boosting Page Posts
- Page Promotion
- Video Promotion
- Similar Ads and Audiences
- Tracking Pixels Code
- Remarketing - Website Visitors
- Custom Audiences - Look Alike
- Custom Audience - Saved Group
- Managing and Editing Ads
- Ad Reports and Ad Insights
- Billing and Account
Module 3 : Level - 3

Facebook Advance Strategies

Facebook Business Manager
People, Pages and Roles
Ad Accounts Configurations
Ad Agencies and Assigning
Shared Login for FB Business A/c
Power Editor - Most Advance
Email Targeting on Facebook
Facebook Offers

CTA on Page
Posts for Location
Save Time with Third Party Tools
Case Studies
Practical Examples
Module 4: Level - 1
Google Adwords Basics

Understanding Adwords
Google Ad Types
Pricing Models
PPC Cost Formula
Ad Page Rank
Billing and Payments
Adwords User Interface
Keyword Planning
Keywords Control

Creating Ad Campaigns
Creating Text Ads
Creating Ad Groups
Bidding Strategy for CPC
Practical Examples
Module 4 : Level - 2
Google Adwords Intermediate

- PPC, CPM, CPA
- Other Measuring Tools
- Bidding Strategy on Location
- Bidding Strategy on Schedule
- Bidding Strategy on Devices
- Conversion Tracking Code
- Designing Image Ads
- Creating Animated Ads
- Examples on Animated Ads
- Creating Video Ads
- Youtube Video Promotion
- Hi-Jack Competitor’s Video Audience
- Practical Examples
Module 4: Level - 3
Google Adwords Advance Level

- Remarketing Strategies
- Remarketing Rules
- Remarketing Tracking Code
- Linking Google Analytics
- Designing Remarketing Images
- Shared Budget
- GWD Software
Module 5 : Level - 1
YouTube Marketing Fundamentals

Video Flow
Google Pages for YouTube Channel
Verify Channel
Webmaster Tool – Adding Asset
Associated Website Linking
Custom Channel URL
Channel ART
Channel Links
Channel Keywords

Branding Watermark
Featured Contents on Channel
Channel Main Trailer
Uploading Videos
Uploading Defaults
Creator Library
Practical Examples
Module 5 : Level - 2
YouTube Marketing Advance

Channel Navigation
Video Thumbnail
CTA – Annotation
CTA – Extro
CTA – Cards for Mobile
Redirect Traffic to Website
Post Upload Enhancements
Live Broadcasting
Managing Playlists

Managing Comments
Managing Messages
Monetization with Adsense
Paid Youtube Channel
Channel Analytics
Real Time Analytics
Module 5 : Level - 3
Video Making for YouTube

How to make videos
Camera Angles
Setting up Lightings
Shooting Techniques
Editing Videos
Editing Audio
Background Music
White Board Animation

Publishing HD Videos
On Hands Training on Video
Editing Software
Practical Examples
Creating Animated Contents
Module 6 : Level -1
Email Marketing – Content Writing

Email Machine – The Strategy
Email Frequency
Why People Don’t Buy
The Fuel – Value
Triggers in Email using 4Ps
Sequence of Email Triggers
Email Example – Topic
Email Example – Intro
Email Example – Product
Email Example - Secondary Value
Email Example - Fear

Email Example – Regret
Email Example – Ask for Sales
Email Example – Reinforcement
Email Example – Offers Announcements
Email Example – Urgency
Email Example – Cross Sales
Email Example – Re-Engagement
Email Example – Buyer vs Consumer
Module 6 : Level -2
Email Marketing Advance Level

Email Software and Tools
Importing Email Lists
Planning Email Campaign
Email Templates and Designs
Sending HTML Email Campaigns
WebForms Lead Importing
Integrating Landing Page Forms
Campaign Reports and Insights

Segmentation Strategy
Segmentation Lists
Auto-Responder Series
Triggering Auto – Responder Emails
AutoResponder Actions
Module 7: Marketing Automation

Marketing Automation Tools
Email Campaigns
Email Autoresponder
SMS Autoresponder
Creating Landing Page
Landing Page CTA
Lead Generation Strategy
Capturing Leads from Sources
Website Widgets

Lead and List Management
CRM Integration
Sales Integration
Products Integration
Business Reporting
Lead Source Link Building
Lead Tracking Features
WebHooks and Connectors
Complete Automation Strategy
Module 8
Ecommerce and Payment Gateway

eCommerce Business
Planning eCommerce Website
Product Placements
Product Grouping
Promoting eCommerce Website
Remarketing Products
Understanding Coupon System
Appointing Affiliates for Products
Cross/Up/Down Selling

Payment Gateway in India
Application and Documentation
Collecting Online Payment
Web Store using Payment Gateway
Web Fronts using Payment Gateway
Invoice Payments through Emails
SMS Invoice Payments
Integrating Payment Gateway
Payment Links and its Promotion
Affiliates for Payment Links
Module 9:
Re-Marketing Strategies

Re-Marketing Flow
Email Re-Marketing Strategy
Segmentation Re-Marketing Strategy
Facebook ReMarketing
Google Adwords ReMarketing
Marketing Machine Bucket Filling
Dynamic Re-Marketing for eCommerce
Pixeling and Tracking Cycle
Video ReMarketing
Custom Audience ReMarketing
Engagement Re-Marketing
Module 10: Google Plus for Business

- G+ Pages Ranks Higher
- Google Plus Profile
- Google Local Business
- Google + Company Page
- Adding Contact Links
- Utilizing +1 Button
- Managing Circles
- Posting Contents
- Google Hangouts
- Social Relevance to G+ in Adwords
- Sharing G+ Buttons on Website
- HashTags and Mentions
- Review and Testimonials
- G+ Mobile App
- Integration with Website
Module 11: LinkedIn, Twitter and Pinterest

LinkedIn - The hub of B2B Networking
Creating LinkedIn Account
Updating Contact Information and Links
Designing Profile and Summary
Managing Connections
Advance Searching
Who Viewed Your Profile
Endorsements - Publishing and Receiving
Creating LinkedIn Company Page
Updating Products and Services

Creating Showcase Pages
Engaging with Updates
Running Paid Campaigns
Recruitment through LinkedIn
LinkedIn Groups
LinkedIn Mobile App

Marketing on Twitter & Pinterest
Module 12:
Google Analytics and WebMaster Tool

Web Analytics
Integrating with Website
Measurement Metrics
Accounts and Profiles
Analytics Reporting
Sorting, Filter and Time Chart
Audience Segmentation
Traffic and Behaviour Reports
ReMarketing Audiences
Goals and Conversion Reports
Developing Intelligence Report

Google Webmaster Tool
Setting up Tool for SEO
Adding and Managing SEO Assets
Integrating WebMaster Tool
Site Map and Site Links
Search Traffic and Links
Google Indexing
Managing Crawl Errors
Managing Security Issues
<table>
<thead>
<tr>
<th>Understanding SEO</th>
<th>On Page SEO</th>
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<td>SEO Keyword Planning</td>
<td>Off Page SEO</td>
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<td>Meta Tags and Meta Description</td>
<td>Local SEO</td>
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<td>Website Content Optimization</td>
<td>Mobile SEO</td>
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<td>Back Link Strategies</td>
<td>eCommerce SEO</td>
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<td>Internal and External Links</td>
<td>Optimizing with Google Algorithms</td>
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<td>Optimizing Site Structure</td>
<td>Using WebMaster Tool</td>
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<td>Keywords in Blog and Articles</td>
<td>Measuring SEO Effectiveness</td>
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Module 14: Affiliate Marketing and AdSense

Understanding Affiliate Marketing
Sources to Make Money Online
Selecting Affiliate Program
Applying for an Affiliate
Building Assets for Affiliate Promotion
Payments and Payouts
CPC, CPA, CPI and other metrics
Getting Most Conversions
Day to Day Work Scheduling
Managing Affiliate Accounts

Blogging
Google AdSense Account Setup
Placing Ads on Website
Placing Ads on Blogs
YouTube Video Monetization
Allowing and Blocking Ads
Performance Metrics
AdSense Administration
Module 15
Case Studies and Practical Assignments

We have experience of running more than 1000 Ad Campaigns. We will share Case Studies and Advance Strategies.

We will also give you Practical Assignments for Website, Ad Designing, Email Content Writing, Affiliate Promotions, SEO and many more.

So that you not only learn Digital Marketing but you can actually implement Digital Marketing Strategies for your or your client’s business.
Module 16:
Exams and Certifications

Section 01: Registering Google Certification Program (Free)
Section 02: Training for Google Adwords Certification
Section 03: Training for Google Analytics Certification
Section 04: Training for Google Video Advertising Certification
Section 05: Sample Test Papers for Google Certification Examination
Section 06: Online Exam for Certified Digital Marketer from MagnetMarketing.in

Exams are in MCQ Format.
Ok Viral Sir..

How Will I Get Training?

Is it Online or Offline?
Course Delivery Method:

“Learn at your Own Time: Own Speed: Own Place”

Once you subscribe for the course, you will get Download Link Instantly for Course Contents. If you want, you can also request DVD if you have internet connectivity issues.

Generally it takes 3 to 5 Months to Complete the Course.
Is it Difficult to Learn?

Absolutely Not. We will teach you through Step-by-Step Videos. You just need basic knowledge of Computers and Internet. It will be in Simple Hinglish Language.
What About Update?

Even after completion of course, we will send you new videos for updates happening in digital marketing industry. Plus we will also continue to provide Email Support till 1 year.
How Can I Enroll?

You can enroll right now. You can make online payment or you can also deposit cash/cheque in State Bank of India.

See Course Fees
Have Questions?
Call +91 9558821174

Visit Website