

Digital Marketing

Industry relevant job-oriented course to get you hired!



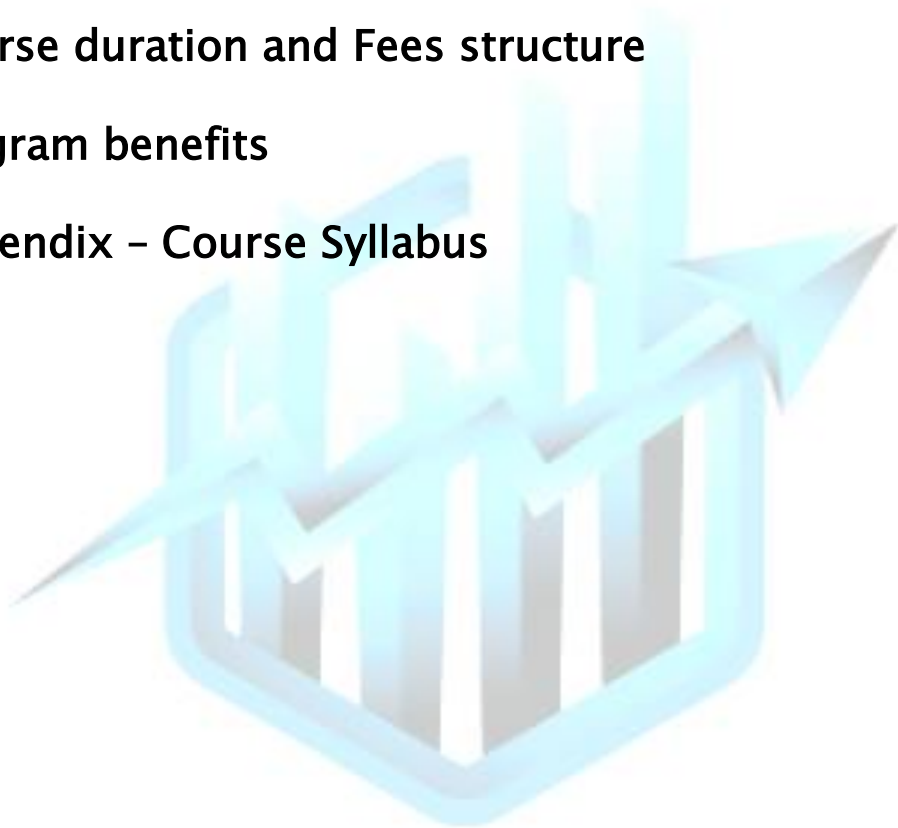
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About TechSense Academy

TechSense Academy, founded in 2021, emerged with a vision to equip individuals with essential skills for thriving in the digital era. Recognizing the pivotal role of data analytics and digital marketing in today's world, TechSense embarked on a journey to deliver impactful education. What sets us apart is our dedication to offering more than just certification courses; we provide comprehensive learning experiences that empower our students to excel in their careers.

Our curriculum is designed to be practical and industry-focused, ensuring that students gain hands-on experience and relevant skills that are directly applicable in real-world scenarios. At TechSense Academy, we believe in not just imparting knowledge but also fostering critical thinking and problem-solving abilities.

Moreover, TechSense Academy goes beyond traditional educational models by offering internship programs. These programs provide students with invaluable opportunities to gain practical experience, network with professionals, and further enhance their skills in real work environments. By integrating internships into our educational framework, we bridge the gap between academic learning and professional practice, preparing our students for success in their chosen fields.

In essence, TechSense Academy is more than just a certification course provider; we are a dynamic educational institution committed to empowering individuals with the skills and experiences needed to thrive in the digital age. Join us on this journey of learning, growth, and opportunity.



About the Course:

Digital Marketing

A digital marketing course provides a thorough understanding of online promotion strategies, including SEO, social media marketing, email marketing, and more. These courses are practical, offering hands-on experience through real-world projects. They cater to diverse backgrounds and schedules, serving as a gateway to a dynamic career in digital marketing.



Topics Covered

1. **Search Engine Optimization (SEO):** On-Page Optimization, Off-Page Optimization, Local SEO Strategies
2. **Social Media Marketing:** Content Strategy, Community Engagement, Paid Advertising, LinkedIn/Facebook/Instagram Marketing
3. **Content Marketing:** Blogging, Content Creation, Content Distribution, Content Promotion
4. **Google Adverts:** Campaign Setup, Keyword Research, Ad creation, Bid Management, Performance Tracking, Optimization Strategies



Training Methodology

ENGAGE REMOTELY WITH LIVE ONLINE CLASSES

Our training methodology blends the convenience of remote learning with the interactivity of live online classes, offering a dynamic educational experience tailored to your needs. Through our innovative approach, participants can access high-quality training sessions from anywhere in the world, fostering collaboration and engagement in real time.

Key Features:

Remote Accessibility: Participants can join training sessions from the comfort of their own space, eliminating the need for travel and allowing for flexibility in scheduling.

Live Interaction: Our live online classes enable real-time interaction with instructors and peers, promoting active engagement and discussion.

Personalized Learning: Participants receive personalized attention and support from instructors, ensuring that learning objectives are met effectively.

Cutting-edge Technology: We leverage state-of-the-art technology to deliver seamless online experiences, incorporating interactive tools and multimedia resources.

Practical Application: Our training methodology emphasizes practical, hands-on learning experiences, enabling participants to apply newfound knowledge and skills immediately.

With our remote training methodology featuring live online classes, you can elevate your learning experience and achieve your professional development goals with ease.



Who Is this Program Ideal for ?

This course is designed to cater to a diverse audience, including individuals from various educational and professional backgrounds. Whether you're a recent graduate, a mid-career professional looking to transition into the field, or an experienced marketer seeking to enhance your digital skills, this program is ideal for you. Specifically, it is suitable for:

- **Marketing Professionals:** Current marketers seeking to enhance their skills with digital strategies to stay competitive.
- **Entrepreneurs and Small Business Owners:** Owners aiming to boost online presence and sales through digital channels.
- **Career Switchers:** Professionals from diverse backgrounds transitioning into digital marketing careers.
- **Creative Professionals:** Designers, writers, and artists keen on understanding their role in effective digital campaigns.
- **Sales Representatives and Managers:** Sales teams aligning efforts with digital tactics to close deals more efficiently.
- **Consultants and Freelancers:** Independent professionals looking to broaden services with digital expertise.
- **Business Development Managers:** Growth-focused individuals leveraging digital methods to expand business opportunities.
- **Executives and Decision Makers:** Leaders gaining insights into digital trends to drive strategic decisions and success.



Course duration and Fees

Training duration:

- 3 Months : 60 hours live training
- Weekday Classes (Monday – Friday)

Training Mode :

- Online (Live Interactive)

Training Cost:

- INR 23000 + GST

Component:

- Live sessions
- 1:1 doubt solving
- Assignments and Case Studies
- Resume Preparation
- Interview Preparation
- Internship Programme in leading MNC's and Start-ups
- Industry relevant Certification
- 100% Placement Assistance



Program Benefits

- **Comprehensive Understanding of Digital Marketing Landscape:** Gain a thorough understanding of the digital marketing ecosystem, including key channels, platforms, and trends shaping the industry today.
- **Practical Skills in Social Media Marketing:** Acquire hands-on experience in developing and implementing social media marketing strategies across various platforms, including content creation, community engagement, and paid advertising.
- **Effective Search Engine Optimization (SEO) Techniques:** Learn proven strategies to improve website visibility and rankings on search engine results pages (SERPs) through keyword research, on-page optimization, and link building.
- **Proficiency in Pay-Per-Click (PPC) Advertising:** Master the fundamentals of PPC advertising, including campaign setup, keyword targeting, ad creation, and bid management, to drive targeted traffic and conversions.
- **Strategic Content Marketing Strategies:** Develop skills in content strategy development, creation, distribution, and promotion to attract, engage, and convert target audiences through valuable and relevant content.
- **Email Marketing Best Practices:** Understand the principles of effective email marketing, including list building, segmentation, automation, and optimization, to nurture leads and drive customer engagement and conversions.



- **Conversion Rate Optimization (CRO):** Explore techniques to optimize website and landing page designs, calls-to-action (CTAs), and user experience (UX) to maximize conversions and ROI from digital marketing efforts.
- **Data Driven Decision Making:** Learn how to leverage data analytics tools and metrics to track, measure and optimize digital marketing performance, enabling data driven decision making and continuous improvement.



Course Syllabus

Digital Marketing

Course Modules Overview

- **Module 1: Introduction to Digital Marketing**
 - What is marketing?
 - What is Digital Marketing?
 - Scope of Digital marketing?
 - Difference between Digital Marketing Vs Traditional Marketing
 - Career opportunities in the field of Digital Marketing
- **Module 2: Introduction to Domain and Hosting**
 - Server and Its Working
 - Installation and Setup of Server
 - Domain Purchase and Setup
 - Introduction of DNS
 - Implementation of DNS
- **Module 3: Introduction to Website Development**
 - What is Website?
 - Dynamic Website
 - Static Website
 - Difference between Dynamic and Static Website
 - Introduction of HTML and CSS



- Introduction of CMS
- Different type of CMS
- CMS– WordPress
- WordPress Installation
- Introduction and Installation of Theme
- Introduction and Installation of Plugins
- Setting for WordPress
- Customization of Them

- **Module 4: How Search Engine Works?**

- What is Search Engines?
- Types of Search Engines
- Working of Search Engine
- Introduction and Working for Crawler
- Crawling
- Indexing
- Retrieving

- **Module 5: Data Analysis with PivotTables**

- What are Algorithms?
- Use of Algorithm for Google
- Different Types of Algorithms
- Panda Algorithm
- Penguin Algorithm
- Hummingbird Algorithm
- Core Algorithm
- Pigeon Algorithm
- Mobile Friendly Update



- **Module 6: SEO–Search Engine Optimization**

- What is Search Engine Optimization?
- Search Engine Optimization Types
- Black Hat SEO
- White Hat SEO
- Gray Hat SEO
- SEO life cycle?
- SEO Ranking Factors

- **Module 7:– Local Search Engine Optimization**

- What is local Search Engine Optimization
- How it works
- Various Factor for Ranking for Local Search
- Google Map Ranking
- Local Search Keyword Implementation
- Location Targeting
- Various Tools for Local SEO

- **Module 8: Advanced & Technical SEO**

- Website Loading Time
- XML Sitemap
- HTML Sitemap
- Canonical Implementation
- Redirection Codes
- htaccess file Implementation
- What is Domain Authority?
- How to Increase Domain Authority
- Alexa Ranking
- PR



- Linking
- Backlink Type
- Do-follow.
- No-follow.
- What is Page Authority?
- Page Rank
- What is Page Rank?
- How to increase Page Rank

- **Module 9: Voice Optimization**

- How to Optimize our website for Voice Search
- Advance Voice Search Optimization Do's and Don'ts of Voice optimization

- **Module 10: SEO Cannibalization**

- To work on Google's guidelines for Keyword Cannibalization
- Negatives of Keyword Cannibalization

- **Module 11: Google Keyword Planner**

- Need of Keywords
- Type of Keywords
- Primary Keywords
- Secondary Keywords
- Long Tail Keywords and Short Tail Keywords
- Other tools use for Keyword Planning
- Demo for the Google Keyword Tool
- Focusing and Targeting Keywords
- Setting up Negative Keywords



- **Module 12: Website Audit & Optimization**

- Initial analysis of Website
- Improvement needed for user Interface.
- Mobile Optimization
- Mobile Responsive Checking
- Navigation
- Changes Required for SEO Optimization
- HTML Validation

- **Module 13: On Page Optimization**

- Keyword Placement
- Site (URL) Structure Analysis
- URL renaming/rewriting.
- H1, H2, H3 Tags
- Title/Description/Keyword/Meta Tags Development
- Anchor Text
- Image and Video Optimization
- Content Optimization
- Footer Optimization

- **Module 14: Off Page Optimization**

- Introduction of Backlinks
- Different Methods of backlink generation
- Tools for SEO
- Monitoring SEO Strategies
- Preparing SEO Reports
- The importance of Links for SEO
- Link Wheel
- Directory Submission



- Type of Directories
- Article Marketing
- Submitting Press Releases
- Business Directories
- Local Classified
- Blog Creation and Promotion
- Blog Commenting
- Forum & QnA
- Social bookmarking
- Search Engine Submissions
- Sitemap Submission

- **Module 15: Google Search Console**

- Adding a Site & Verification Process
- Configuration v Settings
- Geographic Settings
- Site Links
- Website Health
- Crawl Errors
- Crawl Stats
- Google Fetch
- Blocking the Crawler and blocked pages
- Traffic
- Search Queries
- Links to Site / Internal Links
- Sitemaps
- Remove URLs from index.
- HTML Suggestions
- Content Keywords
- Structured Data



- Data Highlighter

- **Module 16: Bing Webmaster and Analytics**

- Adding a Site & Verification Process
- Configuration v Settings
- Geographic Settings
- Site Links
- Website Health
- Crawl Errors
- Crawl Stats

- **Module 17: Google Analytics**

- Introduction
- How Analytics tool works
- Insights
- Cookie Tracking
- Get started with Google Analytics
- Account Creation
- Get tracking ID & Add in Website
- Setup Goals
- What is Bounce Rate?
- How to reduce bounce rate
- Integrate Ads & analytics Account.
- Measure performance of campaigns via analytics
- Understanding Filters & segments
- Monitoring traffic source & behaviour

- **Module 18: CRO–Conversion Rate Optimization**

- Understanding the Return on Investment



- Maximizing the Return on Investment according to the Client and Industry
- **Module 19: SMO–Social Media Optimization**
 - What is Social Media?
 - Importance of Social Media in Digital Marketing
 - Difference between Social Media Optimization (SMO) and Social Media Marketing (SMM)
 - Strategies for Social Media
 - Increase engagement.
 - Branding Strategy
 - Use of ideal and appealing Infographics
 - Tracking Activity and Results Social Media and SEO
- **Module 20: Introduction to Graphics Designing**
 - Introduction to Different Designing Free and Paid Tools
 - Designing Tools for creating appealing Videos and Images
 - How to setup Environment
 - Design method and strategy.
 - Introduction to Canva
 - How to Make Images
 - How to add Images
 - How to Make PDF
- **Module 21: Paid Social Media Marketing**
 - What is Social Media Marketing
 - How to do it?
 - Different Platforms



- **Module 22: LinkedIn Marketing**

- LinkedIn for Branding
- Company Profile
- Showcase Page creation.
- Encouraging Employees to Use LinkedIn
- LinkedIn for Sales
- LinkedIn for SEO
- LinkedIn Ads
- LinkedIn Ads Type
- Objective Selection
- Campaign Setup Business Account Setup

- **Module 23: Social Media Automation**

- Social Media Dashboard
- Connecting different Social Networking site with SMMT
- SMMT Connection with Social Media Platforms
- Analysis for SMMT
- Hootsuite
- Buffer
- Social oomph
- Tweet deck
- Sprout social.
- Social Media Analytics
- Social media metrics
- Real time customer targeting
- Sentiment analysis
- Competitor tracking



- **Module 24: Facebook/Instagram Marketing**

- Facebook and Instagram for Branding
- Using Facebook and Instagram as Company
- Facebook and Instagram for Sales
- Facebook and Instagram Ads Campaign
- Set Campaign objective for Ads.
- Facebook and Instagram Ads Set Audience Targeting
- Facebook and Instagram ad Budget, Scheduling, and Delivery
- Facebook and Instagram for SEO
- Tracking Activity and Results
- Open graph
- Page creation
- Content strategy
- Hashtags
- Facebook and Instagram applications
- Live Videos (Facebook and Instagram Live)

- **Module 25: Quora Marketing**

- Quora Marketing Introduction
- Paid Marketing Campaign Introduction
- Ad Account Setup
- Location and Billing Method Setup
- Create Campaign
- Objective Selection
- Audience Setup
- Quora Pixel Code Setup
- Remarketing Implementation
- Setup Ad Set and Ads
- Ad Copy Creations
- Review Campaigning



- **Module 26: WhatsApp Marketing**

- WhatsApp Marketing Tools / WhatsApp marketing software
- Creating Account for WhatsApp Marketing
- SMS Lists / data
- Setting up account for Bulk Messages
- Messages Content

- **Module 27: YouTube Ads & Marketing**

- Promotion of Video on YouTube
- Creating YouTube channel
- Understanding annotations
- Cards
- Navigation within YouTube channel
- Increase Views
- Increase search ranking.
- Linking to AdWords Account
- Promoting video ads on YouTube
- Formats
- Cost
- Targeting
- Analytics

- **Module 28: SMS Marketing**

- SMS Marketing Tool / SMS marketing software
- Creating Account for SMS Marketing
- SMS Number Lists / data
- Setting up account for Bulk SMS
- Naming the Campaign & SMS
- SMS Content



- **Module 29: Video Editing & Posting**

- Importance of Videos
- Working on video editing and posting on different sites
- Do's and Don'ts of Video making.

- **Module 30: Email Marketing**

- How Email works?
- Challenges while sending bulk emails.
- Solution over challenges
- Types of email marketing
- Email marketing Tools.
- Designing of Email template
- Email marketing scheduler.
- Email marketing success tracking.
- How Mail Servers Work
- Hard Bounce
- Soft Bounce
- Open rate
- Inbox
- Spam

- **Module 31: ORM–Online Reputation Management**

- What is Online Reputation Management?
- Why Business needs Online
- Reputation
- Case Studies of Brands
- Focus Areas in ORM
- ORM Strategy Tools for ORM



- **Module 32: Ecommerce Marketing**

- What is ecommerce marketing?
- Ecommerce Websites overview
- SEO Strategy for ecommerce website
- Affiliate Marketing for ecommerce Business E-tail (Online Listing)/Website V/s Marketplace.

- **Module 33: Mobile App Creation**

- Importance of App
- Advantages of Mobile App for Business
- Mobile App Creation Tools
- Design App as per Your Business Requirement
- The Way to Download Free APK File.

- **Module 34: ASO–App Store Optimization**

- What is ASO?
- How do customer discover new App
- Why ASO is Important
- How to improve ASO
- ASO for Apple App Store
- ASO for Google Play store

- **Module 35: Mobile Optimization & Marketing**

- Understanding mobile devices
- Social media and mobile marketing
- Advertising on mobile
- Identifying Your Target Audience and Compete
- Completing Your Keyword Analysis



- Choosing Your App Name
- Mobile App marketing Strategy
- Mobile marketing measurement & analysis
- Optimize website for Mobile Devices
- Targeting on apps
- Targeting via location
- Targeting on Search engine
- Content Marketing on Mobile
- Mobile marketing Strategy

- **Module 36: Google Play Console**

- What is Google Play Console
- Introduction of Dashboard and statistics
- Android Vitals Overview
- Development Tools
- Release Dashboard
- Store Listing Acquisition Reports
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- **Module 37: SEM–Search Engine Marketing**

- Understanding Search Engine Marketing (SEM)
- Snapshot of SEM Industry
- Advantages of SEM over Other Marketing Methods
- Organic vs. Paid Traffic
- Different between the SEO, SMO and SEM

- **Module 38: Remarketing Concept**

- What is Remarketing?
- Type of Remarketing
- How to Implement Remarketing



- Remarketing & Google Ads
- Website and Remarketing Setup
- Remarketing Audience Setup Pros and Cons of Remarketing

- **Module 39: Basic Google Ads**

- Getting Started with Google Ads
- Signing Up for Google Ads
- Set Time Zone and Currency
- Verify our account.
- Activating Your Account
- Navigating through Google Ads
- User Interface Elements
- Home Tab
- Campaigns Tab
- Opportunities Tab
- Reporting Tab
- Billing Tab
- My Account Tab
- Understanding Google Ads Structure
- Ads Account
- Campaign Level
- Ad Groups Level
- Access Management

- **Module 40: SEARCH AD CREATION**

- Writing Ads in Google Ads
- Writing Effective Ads in Google AdWords
- Call to Action
- Value Proposition
- Review of Google's Guidelines



- Understanding Google's Text Ad Structure
 - Creating and Managing Your Ad Campaigns
 - Creating Ad Campaigns
 - Creating Ad Groups
 - Managing Campaign Settings
 - How to Edit, Pause, Delete, or Resume a Campaign Reporting
 - Ads Reporting and Account Performance Reports
 - Generating Reports in Google Ads
- **Module 41: Advance Google Ads**
 - Introduction to Shopping Campaigns
 - Introduction to Dynamic Search Campaigns
 - Display Ads Campaigns
 - Introduction to Remarketing Campaigns
 - MCC Account
 - Ads Editor Tool
 - Conversion Tracking
 - Performance monitoring
 - Campaign Tracking
 - Impression Shares
 - Shared Library
 - Reports
- **Module 42: ROI–Return on Investment**
 - Understanding the ROI
 - How to maximize the ROI according to the client & industry
- **Module 43: Google AdSense**
 - What is AdSense?



- Get approved for AdSense.
- AdSense account interface
- AdSense Policies and requirement
- Adding Google Ads to Website/Blog
- Best Placements for Google Ads
- Best AdSense Units to Use
- Increasing AdSense Revenue YouTube Monetization with AdSense

- **Module 44: Affiliate Marketing**

- What is Affiliated Marketing?
- Role in Business
- Different Platform of Affiliated Marketing
- How to Setup Account
- Tools for Revenue Calculation
- Need of Affiliated Marketing

- **Module 45: Google My Business**

- Need of Local Business
- Signup with Gmail
- Set Up Account
- Register with GMT
- Add Business
- Add Details
- Request for Verification
- How to Add Post in GMT
- Reviews Reply

- **Module 46: Content Writing & Marketing**

- How To Choose Topics



- Different tools used for Content Suggestions
- Prerequisite for Content Writing
- Structure of Content
- Combination of Content and Images
- Different sites for Content Promotions
- Tips for Earnings

- **Module 47: Blogging**

- What is Blog?
- How it works
- Different Blogging platform
- Setup blogging platform
- Sign Up for Sites
- Register for Free URL
- Setup Account
- How to Add Pages
- How to Add Posts
- How to Add Images
- How to Add Keywords
- Setup Analytics tool for portal

- **Module 48: Freelancing**

- How to become a Freelancer
- Understanding requirement
- Deciding the budget of project
- Different Billing methods
- Understand Bidding
- Bidding for project on bidding sites
- Complete life cycle of Project with new site



- **Module 49: Influencer Marketing**

- Influencer Marketing
- What is Influencer Marketing
- How to be an Influencer
- Influencer Marketing Strategy
- Find Influencer
- Build Strong Influencing Campaign
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- **Module 50: Digital Marketing Planning & Reporting**

- How to structure a plan
- Customer acquisition strategy
- Customer conversion strategy
- Customer retention strategy
- Customer segmentation and targeting
- Digital strategy development
- Strategy Implementation
- Executions of Digital Marketing Strategy
- Reporting
- Analysis Re-implementation of Strategy

- **Module 51: SWOT & PEST Analysis**

- Evaluate company's competitive Position.
- Understanding Strength, Weakness, Opportunities and Threats
- To access External and Internal Factor
- Accessing the competition, Risk and potential of business

- **Module 52 : Personality Development and Soft Skills**

- Interpersonal Skills



- Business Communication Skills
- Presentation Skills
- Interview Techniques
- Leadership Skills

