PROGRAMME
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04 By the end of this course you will

05 Get Hands-on live projects

06 Digital marketing tools you Learn

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12 Ready to take the next Step?

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ABOUT
PROGRAM

WHY DIGITAL MARKETING MYSORE

Welcome to Digital Marketing Training Mysore; we are a group of Digital Marketing Professionals with over 7+ years of experience in the industry.

The course modules are designed to build on the foundations, gradually leading up to the main course and reinforcing the concepts learned through practice and feedback.

In our training courses, we help Students, Working Professionals, Small and Big Business Owners to Enhance their skills with practical workshops, work-integrated learning opportunities, and getting students out into the real world.

Our main goal is to give quality and industry-required-based preparation at an affordable price.

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PROGRAM
HIGHLIGHTS

01 Become a Digital Marketing expert specializing in Social Media, Google Keywords, SEO, Paid SEM, etc.

02 This is a 100 % Practical Course - Get Ready For Real-Time Hands-On Experience From The First Lecture!

03 Learn the dynamics and latest trends in digital marketing.

04 Get Post Training Support even after completing the course.

05 120 Plus Hrs, 20+ Syllabus, and 15+ Certificates

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ARE YOU FED UP GOING THROUGH LONG THEORY SESSIONS WITHOUT PRACTICAL EXPERIENCE ??

COURSE
HIGHLIGHTS

01
Website Design Course
Learn from scratch about the
process of Website Creation,

02
Lead Generation Course
Learn how to get leads, learn
the process involved in lead
generation

03
Email Marketing Course
Learn to capture email IDs,
create personalized and
targeted content

04
SEO Curse
Master the art of Search Engine
Ranking, learn keyword
analysis.

05
SMM course
Become a master in Social
Media Management

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BY THE END OF THIS COURSE
YOU WILL

01 Explore a Wide Range of Career Options

02 Receive High-end Salary Packages with Flexible Job

03 You will Successfully create a Website for your Business and drive traffic

04 You will Successfully create a Website for your Business and drive traffic.

05 Can Generate leads from the digital sales funnel

GET HANDS-ON &
LIVE PROJECTS

Digital Marketing Mysore will allow you to work on Live Projects, which gives you confidence and knowledge on handling live Client's projects. We also guide you through designing your business website. In this live project training, you will finally implement the knowledge you learned during the theory classes.

Under the supervision of our trainers, you'll run successful social Media Campaigns and generate profitable leads. You will get a complete idea about how clients look at various Digital Marketing Campaigns and how to make Websites or Campaigns the way a client wants them. The live hands-on project program will familiarize students with the vision and the working environment of Digital Marketing agencies.

After completing the DMM course, when a student joins any digital marketing agency, they will have high moral confidence, learn how to work as a team, and learn various digital marketing approaches and tactics of running successful campaigns with proven and best practices.

DIGITAL MARKETING TOOLS
YOU LEARN

In Digital Marketing Mysore, you will learn the comprehensive list of digital marketing tools that can help you regardless of scaling and achieving your Digital Marketing goals and strategies to promote your business online.

CERTIFICATES
YOU CAN EARN

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A Unit of Waferlabs Tech Pvt.Ltd Rec.By DIPP

Certificate of Completion

THIS CERTIFIES THAT

Your Name

Has completed all the requirements of
the curriculum of Digital Marketing specialist

Amrem Sayeed
INSTITUTE DIRECTOR

DMM

01/09/2021
DATE

Email: hi@busyorders.com

www.busyorders.com

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CARRER
SUPPORT

DMM will help provide career guidance and job search assistance to our students looking for a first job or any subsequent ones and guide them with the best methods to use when searching for a job.

As career counsellors, we will show you what resources to use to locate job announcements, write an effective resume and network with job providers using social media channels. We advise our students with the best answer questions and negotiate a job offer.

In addition to job assistance, we also help our students by providing Mid-Career Advice on securing your first job with the matters that involve beginning a career pathway.

POST TRAINING
SUPPORT

Digital Marketing Mysore will provide post-training support to the trainees even after completing their course.

This will ensure better learning retention and applicability of the learning outcome.

DMM also helps evaluate the effectiveness of the training program and includes the changes as needed based on process improvements or new release updates. This process will increase the learner's retention of knowledge gained during training.

Our institute will serve as a consultation to face the hurdles faced while implementing strategies during their projects.

We strongly believe that the retention of learning is key to success.

PROGRAM
CURRICULUM

LEARN WHAT IS REQUIRED IN THE INDUSTRY

ADVANCE DIPLOMA IN
DIGITAL MARKETING

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COURSE
CURRICULUM

01   **Digital Marketing Introduction**

- What is Digital Marketing?
- What is the Need for digital marketing?
- What are the types of digital marketing?
- What does a digital marketer do?
- Understanding Digital Marketing processes

02   **Marketing Research**

- Marketing Research Explained
- Find Your Target Audience
- Buyer Persona
- Find Your Target Platforms
- Find Your Target Competitors
- Business Promotion & Customer Behavior
- Creating a need in the user's mind
- Trust building

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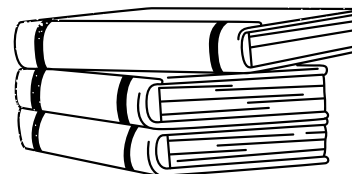
03 Business Branding

- Branding VS Marketing
- The structure of Branding
- Your Vision
- Your Mission
- The Importance Of Values
- What Makes You Different?
- What Is Brand Personality

04 Freelancing Techniques

- How to get Freelancing Projects?
- Various Online Platforms to get Freelancing Projects
- Build your portfolio and profiles.
- Identify your skill as a service
- Essential Guide on how to Approach the Client & get the Projects

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05 Build Your Own WordPress Website
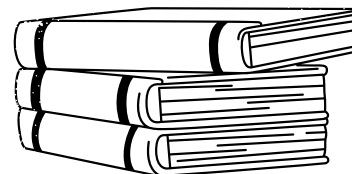
- What is Content Management System?

- Introduction to WordPress Website

- Domain hosting & C-Panel accounts

- What is a website

- Installing a WordPress

- Difference between website and blog?

- Required Theme Plugins

- Pages & Posts Editor: Introduction

- Backup Your Website

- Secure Your Website

- Website Analytics

- Speed Up Your Website

- Google Search Console

- SSL & Site lock CDN

- WooCommerce Introduction

- Monetize With Ads
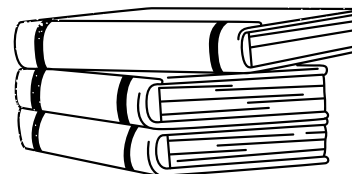
06 Search Engine Optimization

- SEO Essentials
- How does a Search engine work?
- What is Crawling, robots, spider
- Learn about Google Algorithms
- Local SEO
- Website Creation Essentials
- Website Structure
- SEO Keywords Research
- What are keywords?
- Types of keywords?
- What are LSI keywords?
- Tools used for keyword research
- SEO Ranking Factors
- SEO Copywriting
- SEO Blog Post creation
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Speeding up your WordPress Website
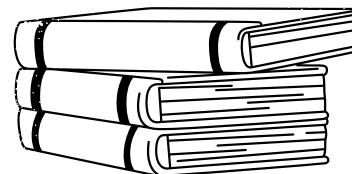
07 Google Ads

- What is Search Engine Marketing?

- Display Advertising

- Banner ads

- Set up your Google Ads Account

- Google Ads Structure

- Dynamic Search Ads

- Location Targeting

- Audiences Targeting

- Budget

- Bidding

- Ad positioning

- Ad Ranking

- Site link Extensions

- Ad Groups Structure

- Keyword Research

- Keyword Planning

- Keyword Match Types

- Negative Keywords

- Quality Score

- Remarketing
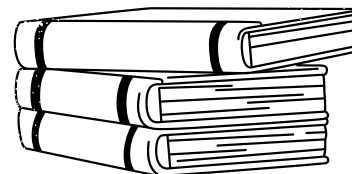
08 Social Media Marketing (SMM)

- Introduction to SMM
- Social Media Strategy
- Vision & Goals
- Getting started with social network
- Social media content marketing
- Benefits of Social Media
- Choosing Social Media Platforms
- Building awareness
- Social media Posting ideas etc

09 Facebook Marketing

- Introduction to Facebook
- How to Create and Optimize a Facebook Page
- The Complete Facebook Ad Copy + Creative Guide
- Facebook Ads Objectives
- Budget & Schedule
- Facebook Pixel
- A/B Test
- Business Manager
- Types of Audiences
- Facebook Tracking & Reporting
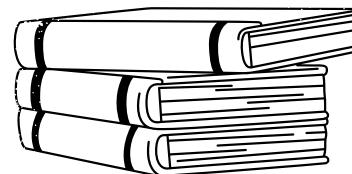
10   Instagram Marketing

- How to grow on Instagram
- Different Types Of Accounts
- Profile Overview
- Create Your Instagram Account
- Different Types Of Content
- What Works On Instagram
- Content Strategy Plan
- Researching
- Hashtags
- Promote Post Ad
- Set Up Your Advertising Account etc
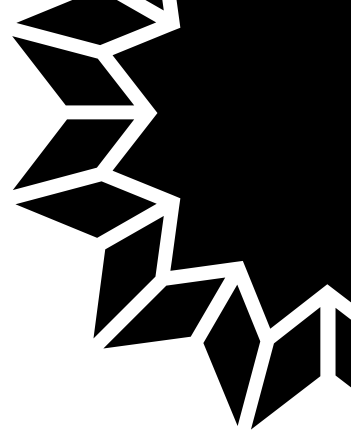
11   Linkedin Marketing

- Optimize Profile
- Connect With People
- Growth Hack Tool
- Export Connections Information
- Company Page
- Advertising on LinkedIn
- Set Budget & Schedule

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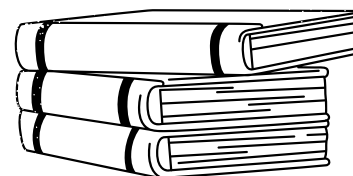
12   Twitter Marketing

- Find Customers
- Create Account
- Profile Image - Bio - Link
- Hashtags
- How to Communicate
- Create a Poll
- Get More Retweets
- Set Campaign
- Analytics

13   Youtube Marketing

- Introduction to YouTube Marketing
- Subscribers Hack
- Drive Traffic
- Keyword Research
- Manage Comments
- Monetize
- Analytics
- Starting Video Ad Campaign
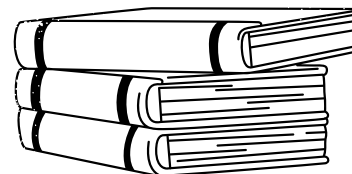
15   Online Reputation Management

- How to manage negative business reviews
- How Do Customers Use Online Review Websites?
- Completing and Optimizing Your Business Profile For Better Rankings
- How to respond to negative reviews on various platforms
- Informing Your Current Customers and Clients About Your Online Review Profiles
- Using Website Icons, Links, and E-Mail Strategies For Better Online Reviews

16   Content Marketing

- Content Marketing Strategy
- Branding Concepts via Content Marketing
- How to Leverage Content Marketing to increase awareness, traffic, and sales
- Website Content
- Social Media Content
- How to measure the outcomes of your content marketing strategy
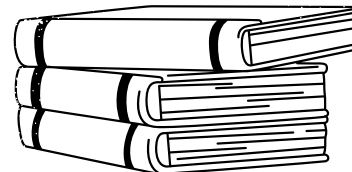
17   Email Marketing

- Easy Email Marketing Funnels
- Email Marketing Tools
- Create a Lead Magnet
- Drip Email Campaigns
- Add Opt-In Forms to Your Website
- Segment and Tag Your Audience
- Create Email Sequences
- Write Better Email Subject Lines

18   Google Analytics

- Introduction Google Analytics
- Why Analytics
- Create Account
- Install Tracking Code
- Demo Account
- Create Views
- Add Filters
- Analytics Navigation
- Analyze Acquisition Reports etc
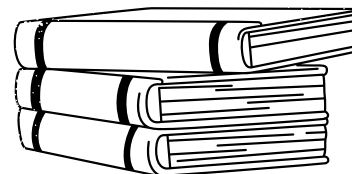
19   Affiliate Marketing

- What is Affiliate Marketing?
- How to earn from Affiliate Marketing?
- Choose an Affiliate Marketing Niche
- Affiliate Fundamentals
- Choosing products from bestseller lists
- Affiliate program pros and cons
- Case study of getting pitched by affiliate programs
- Drive traffic to your Affiliate Product

20   Adsense

- Introduction to AdSense
- Finding Niche
- WordPress Setup
- How to apply for an AdSense account
- AdSense Guidelines and requirements
- Content and traffic strategy
- AdSense Dashboard Explained
- Advertising on Blog

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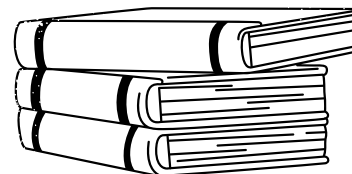
21 Copy Writing & Content

- Copywriting Introduction
- Case studies and tactical copywriting
- Cold Email Copywriting
- Lead Nurturing Copywriting
- Brainstorming content ideas
- Tools to write headlines
- Organizing your content
- Finding perfect words
- Polishing & Proofing your writing

22 Blogging

- Introduction to Blogging
- How to Write a Blog Post
- Understand your audience
- Identify your first blog post's topic.
- Write an intro
- Write an Outline For Your Post
- Do Your Research
- Writing a Great Headline
- How to Insert a CTA

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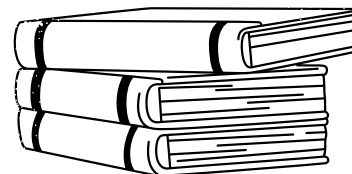
23   Quora Marketing

- Quora Introduction
- Content Ideas
- Create Account
- Optimize Profile
- Company Page
- Build a Question List
- Promote Answers
- Optimize Answers
- Get Sales - Leads - Traffic

24   Lead Generation

- Why Lead Generation is important?
- Understanding Landing Pages
- Foundations of Digital Marketing Strategy
- Using the right frameworks
- Introduction to Marketing
- Creating your content marketing plan
- what is Lead Magnet
- Creating Thank You, Page
- Turning your website in Lead generation Machine
- Email Marketing Metrics to Track and Measure
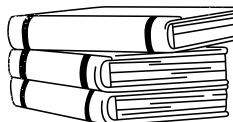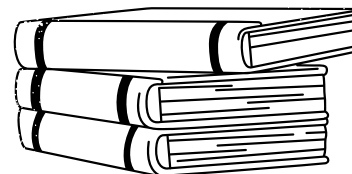
25   E-Commerce Marketing

- Introduction to E-Commerce Marketing
- Decide on the perfect business plan and model
- Build your E-Commerce website
- Payment gateways Integration
- Introduction to Shopify
- Back End User Authentication
- Front End User Authentication & Profile
- Woo-Commerce Design
- Conclusion

26   Influencer marketing

- What is influencer marketing?
- Identifying influencers
- Fake influences
- How do influencers play a major role in the conversion process?
- Case Studies on Influencer marketing