



**icrosIT Solutions**  
Imagination at work

# ADVANCE COURSE IN DIGITAL MARKETING



## OUR PLACEMENTS



**Abhay Singh**  
SEO  
Executive



**Rahul Anand**  
Social Media  
Specialist



**Rajat Bharadwaj**  
SEO  
Executive



**Nilanshu Jaiswal**  
Digital Marketing  
Executive



**Lakshaya Bansal**  
Digital Marketing  
Intern



**Shubham Goyal**  
PPC  
Executive



**Khush Gaur**  
Digital Marketing  
Intern



## COURSE FEE DETAILS

**3 MONTHS RS.30000 25+ MODULES**

**6 MONTHS RS.50000 35+ MODULES**

## ADDRESS

212, 2ND FLOOR, ORBIT PLAZA, CROSSING  
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## CONTACT INFORMATION

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## DIGITAL MARKETING FUNDAMENTALS

- What is Digital Marketing?
- Importance of Digital Marketing
- How Digital Marketing works?
- Preface to Digital Marketing
- Significance of SEO
- Main Search Engines



## WEBSITE PLANNING DESIGNING & CREATION

- How to choose a Domain Name?
- Understand Website Navigation, Site Structure, etc.
- Types of Websites
- Website Vs Portals
- Architecture of Website
- Website Designing Basics with WordPress
- Domain Hosting
- Difference between Dynamic & Static website



## SEARCH ENGINE OPTIMIZATION

- What is SEO? Need of Search Engine Optimization
- How do search engines work?
- Major functions of a search engine
- Different types of keywords
- Organic Search VS Paid Search Results
- How to create SEO strategy for your business?
- Latest Google Algorithm
- Google Keyword Planner
- Google trends & insights steps in SEO
- Page Rank & Alexa
- Types of SEO
- Case Study

### a. ON PAGE OPTIMIZATION

- > SEO Audits
- > Keyword Analytics
- > Meta Tag Development
- > Canonical Implementation
- > Creating Sitemap
- > AMP (Accelerated Mobile Pages)
- > Creating Robots file
- > Optimize SEO Content & Check Duplicate Content
- > Keyword Density
- > Internal linking
- > Page Speed Analysis

- > 301 Redirects
- > Optimizing for Voice Search
- > Image optimization
- > How to write an optimized content?

### b. OFF PAGE OPTIMIZATION

- > Social Bookmarking Submission
- > Directory Submission
- > Articles Submission
- > Press Release Submission
- > Forum Submission
- > PPT Submission
- > PDF Submission
- > Classified Submission
- > Business Local Listing
- > Blog Commenting
- > Google Maps
- > RSS Submission
- > Search Engine Submission
- > Question & Answer Participation, etc.
- > Google Webmaster tool (Search Console)
- > Bing Webmaster tool

### Google Search Console Algorithm Updates

- History of Google Algorithm
- Panda, Penguin, Pigeon & Hummingbird



## LOCAL SEO GOOGLE MY BUSINESS



## SEARCH ENGINE MARKETING

### a. GOOGLE ADS

- > Introduction of Google AdWords
- > Understanding Advertising Goals
- > Keywords Research
- > Creating campaigns and ad groups
- > Video Advertising Module
- > Mobile Advertising Module
- > Ad Extension: Site links, Call, Location, Call out, etc.
- > Keyword Planning for Paid Marketing
- > Billing & Accounts
- > Re-Targeting Module
- > Landing Page Creation
- > Ad Making Strategies
- > Bidding Strategy
- > Campaign Optimization
- > Campaign Reporting
- > Search Advertising Module
- > Geo-Targeting of Ads
- > Bidding



- Campaign Designing
- Campaign Optimization
- Conversion Tracking
- Conversion Optimization
- Learn Re-Marketing Concept
- How to add negative keywords?



### DISPLAY IS STRONGER THAN EVER

- Video, mobile, and social are all part of the display mix
- Programmatic campaign management makes creating, optimizing & targeting display ads more efficient, effective & affordable
- Retargeting keeps your message in front of your audience, and the data is deeper and more granular than ever



### SOCIAL MEDIA MARKETING

#### a. FACEBOOK MARKETING

- > Creating Strong Profiles on Facebook
- > Creating Pages & Groups
- > Fan Engagement
- > Branding on Facebook
- > Product Brand Promotion Activities
- > Types of Facebook Advertising
- > Facebook Marketing Apps/Tools
- > Facebook Business Manager

#### b. LINKEDIN MARKETING

- > What is LinkedIn?
- > Understanding LinkedIn
- > Company Profile VS Individual Profile
- > How to do marketing on LinkedIn group?
- > LinkedIn Advertising
- > Increasing ROI from LinkedIn ads
- > Creating Strong Profile on LinkedIn
- > LinkedIn Company Pages

#### c. TWITTER MARKETING

- > What is Twitter?
- > Understanding Twitter
- > Re-tweeting Hash tags
- > How to do marketing on Twitter?
- > Advertising on Twitter
- > Types of Ads
- > Twitter Tools
- > LinkedIn Company Pages

#### d. PINTEREST MARKETING

- > Pinterest for Business
- > Marketing on Pinterest
- > Best Practices
- > Leveraging Rich Pins
- > Analytics & Management
- > Pinterest Ads

#### e. INSTAGRAM MARKETING

- > Optimizing your Instagram Business Profile
- > Crafting an Instagram content strategy
- > Best Practices
- > Influencer Marketing on Instagram
- > Analytics & Measurement
- > Advertising on Instagram

#### f. SNAPCHAT MARKETING

- > Snapchat for Business
- > Building a following
- > Driving Engagement
- > Analytics & Measurement
- > Advertising on Instagram

#### SMM TOOLS

- > Hootsuite
- > Buffer
- > Tweetdeck
- > Sproutsocial
- > Tagboard



### ONLINE LEAD GENERATION

- What is Lead Generation?
- Basic concept of Lead Generation
- Why Lead Generation is important for your business?
- How to squeeze pages, work with templates?
- Understand tools for generation of leads
- What is Landing Page?
- Website VS Landing Page
- Best practices on how to create Thank You page
- Understanding what is Thank You page
- Understanding Lead Funnel
- How to create best landing pages that generate maximum leads?
- Classroom exercise on how to Create Landing Page
- Best example of Good Landing Pages VS Poor Landing Pages
- Split Tests, A/B Testing
- Choosing landing pages after A/B Testing
- How to convert Lead into Sale?
- Lead Generation Strategies



## CYBER LAWS

- Fundamentals of Cyber Laws
- Intellectual Property Issues & Cyber Space - Indian Perspective
- E-Commerce -Legal Issues
- Cyber Crime and Digital Evidence-Indian Perspective



## E-MAIL MARKETING

- What is E-Mail Marketing and how does it work?
- Types of E-Mail Marketing
- Implementing effective E-Mail Campaigns
- Designing Principal for E-Mail Newsletters
- How to create a HTML E-Mail?
- Implement A/B Testing and improve ROI from entire EMail Marketing activity
- E-Mail Automation
  - Conversation
  - Incentives
  - Creative & Copy
  - Relevance
  - Timing
  - Attributes



## MOBILE MARKETING

- Geo-Tagging your Campaign for Smart Phones
- Measuring, Managing & Analysis of your Campaigns
- Creating Mobile Website through WordPress
- Using Tools to create Mobile Websites
- Understanding Mobile Devices
- The Development of Mobile Marketing
- Various forms of Mobile Marketing
- Mobile Marketing & Social Media



## YOUTUBE MARKETING

- How Digital Video works?
- Overview of YouTube
- Signing up on YouTube
- Embed a YouTube video in a Web Page
- How to Monetize your Videos?
- How to Create Channel?
- Uploading a Video
- Editing Video Information
- Editing Annotations
- YouTube SEO
- YouTube Advertisement



## GOOGLE ANALYTICS (GA3 & GA4)

- What is Website Analytics?
- How Google Analytics works?
- How to setup Google Analytics Account?
- How to add Analytics Code in a Website?
- Understanding Google Analytics account structure
- Gaining Google Analytics insight
- Measuring website traffic
- Understanding Goals and Conversions
- How to setup Goals?
- Understanding different types of Goals
- Setting up Goals and Event Tracking
- What is Bounce Rate?
- Understanding Bounce Rate VS Exit Rate
- How to reduce Bounce Rate?
- Understanding Funnels
- How to integrate Google AdWords and Google Analytics accounts?
- Track Campaign Performance via Google Analytics
- Filters and Segments - How to setup Filters and Segments?
- How to view Customized Reports?
- Monitoring Traffic Sources and Traffic Behaviour
- Taking measures to Increase Traffic to your Website



## AFFILIATE MARKETING

- What is Affiliate Marketing?
- Affiliate Management Agencies
- Merchant, Affiliate, Market & Customer
- Product & Service Marketing
- How to sell your product or service through other website
- Traffic from Affiliate Network
- Commission Based Lead Generation



## CONTENT MARKETING

- Introduction to Content Marketing
- Objective of Content Marketing
- Producing High-Quality Content More Efficiently
- How to Increase Frequency of Content Shared?
- Generate new ideas for Content
- Growing your Online Community / Followers / Subscribers
- Content Marketing Process





## INBOUND MARKETING

- What is Landing Page?
- Conversion Optimization Patterns for Engaging Website visitors
- Converting your prospects into leads using E-Mails
- Various ways to build reach through Digital Marketing
- Conversion Optimization
- Life Cycle E-Mail
- What are Engagement Magnets?
- How to identify right set of Engagement Magnets for your Business?
- Effectiveness of Various Engagement Magnets



## E-COMMERCE PROMOTION

- What is E-Commerce?
- E-Commerce Website design tips and tricks
- Top E-Commerce Website around the world
- E-Commerce Marketing & Traffic Generation
- How to do SEO of an E-Commerce Website?
- Using Affiliate Marketing to promote your E-Commerce Store
- E-Commerce Website Strategy Building



## ONLINE REPUTATION MANAGEMENT

- What is ORM?
- Why should companies use ORM?
- Understanding fundamentals of ORM
- Tools to manage ORM
- How is ORM affecting Business?
- Top best Online Reputation Management Website List



## EARN MONEY AS FREELANCER

- How to begin from scratch and quickly build a portfolio?
- How to find clients fast?
- How to market yourself?
- How to find the most profitable project & drop the rest?
- How much to charge from clients?
- How to earn money through video?

## CONTENT TO BE CONTINUED IN 6 MONTHS



## SCHEMA MARKUPS (SEO)

- What is Schema & why is it relevant to SEO?
- Common JSON Schema Tags - Organization, Website, Blog Posting



## PROGRAMMATIC MARKETING

- Evolution & Growth of Programmatic Advertising
- Understanding Real-Time Bidding
- How Programmatic Advertising Works
- Types of Programmatic Advertising
- Advantages and Challenges
- Myths of Programmatic Advertising



## MEDIA BUYING & PLANNING

- Settings up the objectives
- Understand the key tasks to draft an 'Awesome' Digital Media Plan
- Segmentation & Targeting of the Audience
- Best practice to execute the campaigns post the Media Plan
- Understanding of Multiple Formats & appropriate for our Targeted Digital Platforms



## AUTOMATED SEO

- What is Automated SEO?
- Difference between Manual VS Automated SEO
- Advantages of Manual SEO
- Advantages of Automated SEO
- Automated SEO Tools



## BLOGGING

- What is Blogging?
- Importance of Blogging
- How to create a Blogging Website?
- How to make money through Blogging?



### PRIVATE BLOGS NETWORK

- Understanding the concepts of PBN
- Why and why not to create a PBN
- How to create a PBN?
- How to find a domain for PBN?
- How to find a hosting for a PBN?
- How to start building links with PBN?



### GEO MARKETING

- IP based Geo-Marketing, tracking E-Mail Location, Marketing Geography Planning
- Website planning based on Geographic Targeting
- Keywords' Selection based on Geographic Targeting
- Geo-Tracking Software's and Web Applications
- Regional Listings
- Webmaster Guidelines & Settings
  
- How to reach visitors from Different countries?
- How to Marketing the website in different countries?



### SMS MARKETING

- SMS Marketing through E-Panel
- SMS API's
- Database Management
- Database Extraction



### WHATSAPP MARKETING

- What is WhatsApp all about?
- Why you should definitely use WhatsApp for your Business today?
- WhatsApp Chats, Calls, Contacts, and Web WhatsApp
- Top WhatsApp Automation Tools and Services
- Case Studies



### DOUBT SESSION

- Relax
- Let's talk strategy
- Let's solve your problems



### CASE STUDY DISCUSSION

"We provide you a go-to at the recent case studies of Digital Marketing and learn as the trend teaches."



### LIVE PROJECT



### INTERNSHIP



### DIGITAL MARKETNG INTERVIEW PREPARATION

"Give yourself the ultimate advantage in a competitive job market by strategically designing your resume to convey your information in a visually compelling manner."



### INTERVIEW

## CERTIFICATIONS

- AdWords Fundamental
- Display Advertising
- Search Advertising
- How to make money through Blogging?
- Video Advertising
- Mobile Fundamental
- Bing Certification
- Google Analytics Certification
- Hubspot Inbound Certification
- SEO Fundamentals
- Bing Search Certification
- Micros IT Solutions Internship Certificate
- Micros IT Solutions Experience Certificate
- Industry Recognized Micros Digital Institute Certification





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