

DIGITAL MARKETING & ANALYTICS (DMA)

8 Days 80* hours Intensive Certified Training

India's one and only intensive training program

Exclusively on

Social Media Marketing, Marketing Analytics

**Learn with Industry Experts, work on Industry Projects
& Career guidance.**

Main Skills you Learn:

- In Depth Understanding of various disciplines of Digital Marketing
- Various Digital Media Marketing Execution Tools
- Learn Digital Media Marketing Strategy
- Facebook & Instagram Marketing
- Twitter Marketing
- Youtube & Video marketing
- Search Engine Optimization
- Search Engine Marketing
- Marketing Analytics – working with Data to Understand market.
- Preparation for Digital Media Certification Exams - OMCA, Google Analytics, Google AdWords, Facebook Marketing, and YouTube Marketing certifications.

Become a Digital Marketer

Learn to create marketing content, use social media to amplify your message, make content discoverable in search, run Adwords campaigns and advertise on Facebook. Additionally, learn how display and video ads work and how to market with email, and measure and optimize with Google Analytics.

Gain In depth Information on

Search engine optimization (SEO), social media marketing, pay-per-click (PPC), website conversion rate optimization, web analytics, content marketing, mobile marketing, email marketing, programmatic buying, marketing automation and digital marketing strategy.

Various Digital Media Marketing Execution Tools

Google Analytics

- Introduction to Analytics
- Accessing Google Analytics Data
- Introduction to Analytics dashboard and Interfaces
- Advanced Table filtering
- Setting up multiple goals and goal types

Join | Interact | Learn | Practice | Be Industry Ready

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- Campaign Parameters Tracking
- Analytics Intelligence
- Analyzing the effectiveness of Marketing

Google Adwords

- How Adword works
- Understanding Various Google Networks
- Various Targeting Options
- Keywords and Match Types
- Understanding Negative Keywords
- Creating Search and Text Ads
- Ad Extensions
- Display ads and Various formats
- Various Display Ads targeting
- Various Campaign Types and Settings in Adwords
- Adwords Advertising metrics
- Adwords Bid Methods and Modifiers
- Adwords reports
- Optimizing your ad account

Facebook, Instagram & Whatsapp

- Understanding Facebook and its news feed algorithm
- Visuals and Video content in FB
- Facebook Messenger
- Facebook Advertising
- Understanding Facebook Power editor and Functionalities of it
- Understanding various Ad formats and Ad parameters and its importance
- Understanding FB audience and creating content
- Understanding User Engagement
- Instagram content generation and Newsfeed design
- Instagram Story ads and Animation Ads
- Creation of effective Ad designs – Inputs for Effective Media for Ads
- Responding to consumers in Social media
- FB messenger chatbots
- Introduction Whatsapp Business account
- Using Whatsapp for promotional purposes

Twitter & Quora Marketing

- Understanding of Twitter
- Using Twitter as a Marketer
- Customer Service and Engagement using Twitter
- Understanding diff twitter ad options
- Twitter Advertising techniques
- Introduction to Quora and its advantage as an organic marketing tool
- Various Quora Advertising options

LinkedIn Marketing

- Understanding of Twitter
- Building Influencer community
- Content Writing Strategy
- Using LinkedIn Premiere option to generate business leads
- Building efficient Company page in LinkedIn
- Understanding various Ad options and creation of Ads in LinkedIn

Youtube & Video Marketing

- Building efficient Company page in LinkedIn
- Understanding Youtube and how to make use of it
- Creating Awesome videos – tips for Youtube marketer
- Increasing Subscribers for the channels
- Youtube advertisement options
- Various Video marketing options

E mail Marketing

- Introduction to E mail marketing
- Elements of Mail
- Various Email marketing tools
- Creating Awesome template that will land in Inbox
- Understanding various SPAM criteria's
- Automation tools in Mail marketing

Content Marketing

- Understanding why content marketing is important
- Understanding the Brand and it's offering
- Understanding the Consumer
- Channel Mix
- Based on Business selection of right platform to create content
- Effective content generation practices
- Creating Engagement model
- Content marketing and SEO, Social Media
- Various Content marketing Tactics (Newsletter, Podcasts, Blogs, Online Videos, Free E book, Info graphics etc.)
- Case study on Content marketing

Marketing Automation

- Defining Marketing Automation
- Increase Engagement
- Fine tune your sale funnel
- Generating more deals
- Increasing Revenue
- Creating Automated Campaigns
- Improving Customer Life cycle

Learn Digital Media Marketing Strategy

- Creating Digital Media Strategy for a brand or Product
- Customer Engagement
- Targeting Audience
- Plan the Right Channel Mix
- Selecting and allocating budget
- Campaign Management

Digital Marketing Project presentation

- Best Teams will be selected and awarded "Winner of DMA Winter '18" with prizes.
- Best Students who perform well throughout the Program will get "Best Marketer Award" and certificate of Excellence.

Note: Expertshub has all rights to change the structure of the program based upon expert's availability and lab conditions without prior notification to anybody.

*no of hours mentioned are calculated by both class room training & the time student spend outside the class room for their project work.

All the students are requested to bring their own laptops with min 512 MB graphics card and latest configuration with good Mouse (Preferably 64 bit OS).

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