

# DIGITAL MARKETING MANAGEMENT CERTIFICATION PROGRAM 2018



# WEB MARKETING ACADEMY

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## Program Content **(New & Updated – 2018)**

### Module 1. Introduction to Digital Marketing

- Introduction to Digital marketing
- Various channels of Digital Marketing and benefits
- Scope of digital marketing in India
- Budget allocation
- Integrating digital with traditional marketing
- Digital marketing plan for B2B, B2C, Start ups
- In-house vs outsource – pros & cons
- Best practices

**All the concepts are Mobile first strategy**

### Module 2. Website Design

- Website/ Mobile designing using Word press

### Module 3: Inbound Marketing

### Module 3. Search Engine Optimization (SEO)

- How search engine works
- Web master guidelines
- White hat SEO techniques
- Keyword research & Tools
- On page and off page optimization
- Google's latest algorithms
- Universal SEO
- Technical SEO
- Google Search Console
- Blogging

### Module 4. Pay per Click (PPC) Google Ad words

- Introduction to SEM
- Types of ads
- How search, display ads work
- How to create a PPC campaign
- Campaign structure & best practices
- Budget allocation
- Ads in Google Search and Display Network
- Targeting your advertising
- Creating compelling ad copies
- Types of Bidding
- Measuring and managing your campaigns
- Optimizing PPC Campaigns
- **Google Ad words Certification Included**

### Module 5. Email Marketing

- Email Marketing explained
- Email marketing tools
- How to measure success
- Managing your Email List

### Module 6. Social Media Marketing

- What is social media marketing
- Overview of Facebook, Twitter, LinkedIn, Blogging, YouTube, Instagram, Snap chat
- Understanding social channels
- Importance, case studies
- How business use social media
- Content for social media
- SEO for social media
- Earned/Owned/Paid media
- Social media ads
- Placement & targeting options
- How to create ads & Social media campaigns
- Social media listening tools

### Module 8. Content Marketing

- Content – Importance of content
- Types of content (text, images, videos, slides, ad copies, blog)
- Content calendar
- Content marketing
- How to come up with engaging content

### Video

- Video production for content
- Facebook Live Videos
- Video Marketing & optimization

## Module 9. Affiliate Marketing

- Overview of affiliate marketing
- How affiliate marketing works
- Benefits of Affiliate marketing

## Module 10. Web Analytics

- Google analytics
- What & how to measure digital/social media
- Google Analytics explained
- Digital marketing measurement model
- Traffic analysis
- Measuring website traffic and behavior
- Increasing traffic to your web site
- Reporting

## Module 11. Tools

- Picking the right tools
- Free/Paid tools
- Insights and trends
- Books, blogs to follow
- How to keep up-to-date with latest trends

## Module 12. Latest in Digital/Social

- Podcast: [www.digitalindiapodcast.com](http://www.digitalindiapodcast.com)  
[www.firpodcastnetwork.com](http://www.firpodcastnetwork.com)
- **Free Access to events** to keep up to date
- Access to top Industry leaders

## Certification (Total of 6 Globally accepted Certificates)

- Google Ad words
- Facebook Blueprint
- Inbound Marketing
- Google Analytics
- Content Marketing
- Email Marketing
- All participants will get their Course Completion Certificate

**Placements Assistance Provided**  
**Live Project**

## Duration

- **Upto 200 hours** of flexible weekend, weekday classes
- Plus **50 + hours** of your time (to practice)

## Batches & Timings options:

- 2.5 Months (Weekdays): 11- 2 /2-5 PM/7-9 PM
- Upto 2.5 Months (Weekends): 11- 4:30 PM (Sat & Sun)

## Batch Size

- Maximum of **10 students**

## New International Internships with AIESEC

WMA is an official partner of AIESEC to provide students National & International Internships



## PROGRAM FEE

**Rs. 49,000/- + 18 % GST**

(Includes Rs 5,000(non refundable registration fees)

3 installments. (Cash/Credit Card/Transfer/Net)

1<sup>st</sup> installment Rs. 20,000/- on Registration  
2<sup>nd</sup> installment: Rs. 20,000/- before 15 days  
3<sup>rd</sup> installment: before 30 days

## Loans for Students & Working Professionals

You are eligible for 80% funding.

1. **Product 1- “Study Now Pay When You Earn”**  
Total Funding Amount – **R 47,000**  
First 6 months (Moratorium) – **Rs 588**

**After Moratorium** – 12 monthly EMIs –  
**Rs 4,242**

