

+2348040806869
+2347014039333



**GET THE DIGITAL MARKETING
EDUCATION YOU NEED TO SUCCEED**



Digital Marketing Training Program

For working professionals and entrepreneurs

Learn how to market a business online just like experts & agencies do it.
Learn from real practitioners not just trainers.

Objective

of the Training

1

To make you an expert in marketing a business online by making you learn and understand how to do digital marketing

2

To make you earn money online by doing affiliate marketing and adsense blogging as a part time or full time freelancer.

TRAINING DURATION

1 Month

2 Months

3 Months

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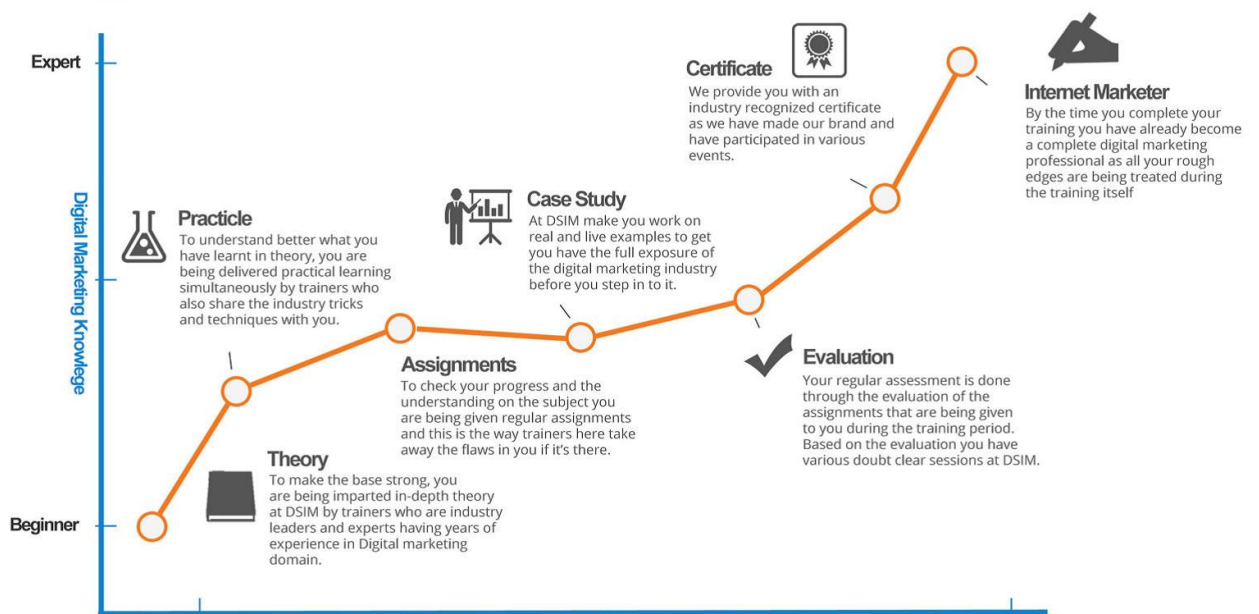


What You Learn

- 1 Digital Marketing Overview
- 2 Website planning & creation
- 3 Search Engine Optimization
- 4 PPC advertising with Google & optimization
- 5 Google analytics
- 6 Social Media Marketing
- 7 Email Marketing
- 8 Online Advertising
- 9 Ecommerce marketing
- 10 Lead generation for business
- 11 Mobile web marketing
- 12 Affiliate Marketing
- 13 Adsense & Blogging
- 14 Creating digital marketing strategy
- 15 Making Money as Freelancer

Why you will love training at AA ?

Traning Process





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ALTERNATIVE ADVERTS

1. Digital Marketing Overview

- Types of websites
- Essentials of a website
- Planning a website
- Professional appearance
- Easy to update
- Search Engine Friendly
- Difference between dynamic & static website

- What is digital marketing?
- Importance & benefits of digital marketing
- What does digital marketing consist of?
- How digital marketing works?

2. Website Planning & Creation

3. Search Engine Optimization (SEO)

- What is SEO
- Introduction to SERP
- What are search engines
- How search engines work?
- Major functions of a search engine
- What is traffic?
- Different types of traffic
- What are keywords?
- Different types of keywords
- Google keyword tool
- How to find relevant keywords?
- Understanding Keywords mix
- On page optimization
 - Keywords optimization
 - Content optimization & planning
 - Understanding your audience for content planning
 - Content research & editorial calendar setup
 - Adding social media plug-in on web pages
 - Internal linking
 - Meta tags creation
 - Basic HTML knowledge
 - Using Google webmasters tool & site verification
 - Sitemap creation and submission in website & webmasters

- Off page optimization
 - What is page rank?
 - How to increase page rank?
 - What are back links?
 - Types of back links
 - What is link building?
 - Types of link building
 - Do's and don'ts of link building
 - Link building strategies for your business: Easy Link acquisition techniques
 - Link opportunity prospecting & creating link baits
 - Importance of Content marketing,
 - Content Scaling and social media in link building
- Local SEO
 - Local SEO
 - Google places optimization
 - Classified submission
 - Using H card
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business

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4. PPC advertising with Google & optimization

- Introduction to Ad Words – Google Ad words
- Getting Started with Ad Words – How to set up account etc.
- Types of campaigns- Search, Display network and video.
- Understanding structure of Campaign, Ad group and Ad copies
- Creation of Effective Campaigns through proper targeting
- Keyword Grouping using Broad Match, Exact match, Phrase Match, Negative Match Techniques
- Writing Compelling Ad Copies—Do's and Don'ts
- Improving quality score of your search ads
- Display targeting- Contextual, Interest, & placement
- Creation of Banners using Display Builders
- Understanding audiences for remarketing
- Setting and running remarketing campaign
- Creating and managing video ad campaigns for branding and high valued conversions.
- Insertion of Google Conversion code and its importance in Effective Campaigning
- Costs and Billing
- Tracking Ad Performance
- Optimizing Cost per Click

- What is Google analytics?
- Why analytics is so important?
- Setting up your website with analytics
- Fundamentals of Google analytics
- Monitoring bounce rate
- Setting up goals and funnels
- Setting filters and segmentation
- Tracking conversions
- Monitoring website performance
- Monitoring traffic sources
- Monitoring visitors behavior
- Taking corrective actions if required

5. Google Analytics



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6. Social Media Marketing

- What is social media?
- Understanding the existing Social Media paradigms
- How social media marketing is different than other forms of Internet marketing?
- Marketing on social networking websites
- What is viral marketing and its importance
- Facebook marketing
 - Facebook Glossary
 - Facebook fan page vs. profile vs. group
 - Examples of good and bad fan pages
 - How to create fan page ?
 - How to do marketing on a fan page?
 - How to engage fans on your fan page?
 - Facebook advertising
 - Understanding Facebook advertising
 - Creating Facebook ads
 - Best practices of Facebook ads using facebook power editor for custom audiences.
 - How to measure your ROI from Facebook ads?
 - CPC or CPM- How to pay for Facebook ads?
 - Creating custom tabs for facebook fan page.
 - Best Facebook apps for marketing your fan page
 - Facebook marketing mix with other marketing platforms
- LinkedIn Marketing
 - What is linked in?
 - Understanding LinkedIn
 - Company profile vs individual profiles
 - Marketing on linkedin groups
 - Understanding linkedin groups
 - How to do marketing on linkedin groups?
 - LinkedIn advertising & it best practices
 - Increasing ROI form linkedin ads
- Twitter marketing
 - Understanding Twitter
 - How to do marketing on twitter
 - Black hat techniques of twitter marketing
 - Advertising on Twitter
 - Case studies on twitter marketing
 - Tools for twitter marketing
- Video marketing
 - Importance of video marketing
 - Benefits of video marketing
 - Uploading videos on video marketing websites
 - Using youtube for business
 - Developing youtube video marketing strategy
 - Bringing visitors from youtube videos to your website
- Pinterest
 - What is pinterest and why does it matter
 - Setting up your pinterest
 - Strategies for increasing pinterest influence
 - Creating pinboards and tracking your success.

7. Email Marketing

Learn 3 different ways to do email marketing.

- What is email marketing?
- Biggest challenge in email marketing
- Legitimate/ opt-in email marketing
- Increasing email subscription/ opt-in list
- Using software's to do email marketing
- Creating your own email list of millions of email id's
- Checking spam ratio of your email creative
- Best practices of email marketing
- Writing a good email creative or html template



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ALTERNATIVE ADVERTS

8. Online Advertising

- What is online advertising?
- Types of online advertising
- Display advertising
 - Banner ads
 - Rich media ads
 - Pop ups and pop under ads
- Contextual advertising
 - In-text ads
 - In-image ads
 - In-video ads
 - In-page ads
- What are the payment modules?
- Companies that provide online advertising solutions
- Tracking & measuring ROI of online advertising
- Assignment on allocating funds to various online advertising platforms

- What is ecommerce?
- Top ecommerce websites around the world
- Ecommerce scenario in India
- How todo SEO of an ecommerce website
- Why you need a solid ecommerce marketing strategy
- Formulating right ecommerce marketing strategy
- Using affiliate marketing to promote your ecommerce business

9. Ecommerce marketing

10. Lead generation for business

- What is lead generation?
- Different ways to generate leads?
- What are landing pages?
- How to create a landing page?
- Best practices while creating a landing page?
- A/B testing & why is it important?
- How to convert leads into sales?
- How to nurture leads?
- What is a lead funnel?
- Adopting correct marketing strategy for lead funnel
- Examples of lead nurturing and strategies to convert leads into sales
- How to convert dead leads- some examples

11. Mobile web marketing

- Fundamentals of mobile marketing
- Key industry terminology
- Creating mobile website through wordpress
- Using tools to create mobile websites
- Using tools to create mobile app
- Advertising on mobile (App & Web)
 - Targeting ads on Apps
 - Targeting ads via location
- Targeting ads on search engine
- Targeting ads on telecos data
- Content marketing on mobile
- Mobile strategy – segmentation options, targeting and differentiation.
- Mobile marketing mix
- SMS marketing

What You Gain

Working Professionals

- Open gates for multiple every industry as marketing is required in every industry.
- DM is on rise & multiple job opportunities are there.
- Add skills & expertise in your resume.
- Advanced career growth.
- Planning your own business start it successfully with online marketing.
- Work as a freelancer.

Entrepreneurs

- Turn business in to brand :
- Increase your business awareness within your budget
- Your customers are online reach out to them on internet & communicate
- Niche targeting via social media
- Track and measure your performance
- Your company are doing in online if not now then it will be too late. Penetrate online customers
- Take your business to more cities, states & just by a website & some marketing

Students

- Digital marketing industry is growing. Have a advance career growth
- Every second person in India is either Btech or MBA resulting in high competency. Add skills & expertise in your resume.
- Open gates for multiple every industry as marketing is required in every industry.
- Advanced career growth.
- Open gates to apply in ecom companies, digital marketing agencies and various online ventures. Apply for more right job interviews.
- Work as a freelancer.

Start your learning now

A beginners guide to digital marketing



How to improve marketing results with digital marketing?



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COST



Digital Marketing Training Program

Course Cost

BREAKDOWN

- ① One month crash course = N100,000
- ② Two month Semi-crash course = N150,000
- ③ Three month full course = N200,000

Terms and conditions apply