

Be a beginner to an advanced marketer

# DIGITAL MARKETING COURSE



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[www.planatdigital.com](http://www.planatdigital.com)



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Reputed Digitalmarketing training course for Professional,  
Entrepreneur, College Students & Job seekers.

# PROGRAM IS BEST SUITED FOR



Entrepreneurs



College Students



Marketing  
Professionals



Job Seekers

## WHY YOU SHOULD LEARN DIGITAL MARKETING

### \$

PWC has forecasted that digital advertising will reach a whopping \$350 billion in 2023, increasing from \$240 billion in 2020.

### JOB

Top MNC'S & new age startups in India looking for experts in digitalmarketing . Small Businesses also in the queue.

### SELF

Digital marketing opens door to Self- employment, freelancing,youtube creator club & blogging.

### 20+

Job profiles after one course- SEO , Social Media Manager, Digital Marketing Analyst etc.



# SALIENT CONTENT



It's an Experienced Marketers initiative.



Weekly Assignments



Placement Assistance



Certificate as Proof of Training



Practical Training with Live Projects.



24 x 7 Support

# OUR COURSES INCLUDE



Digital Marketing Introduction



Digital Marketing Vs. Traditional Marketing



Website Planning Process



Search Engine Optimization



Social Media Marketing



Google Analytics





**Google Adwords & Online  
Display Advertising**



**Email Marketing**



**Content Marketing**



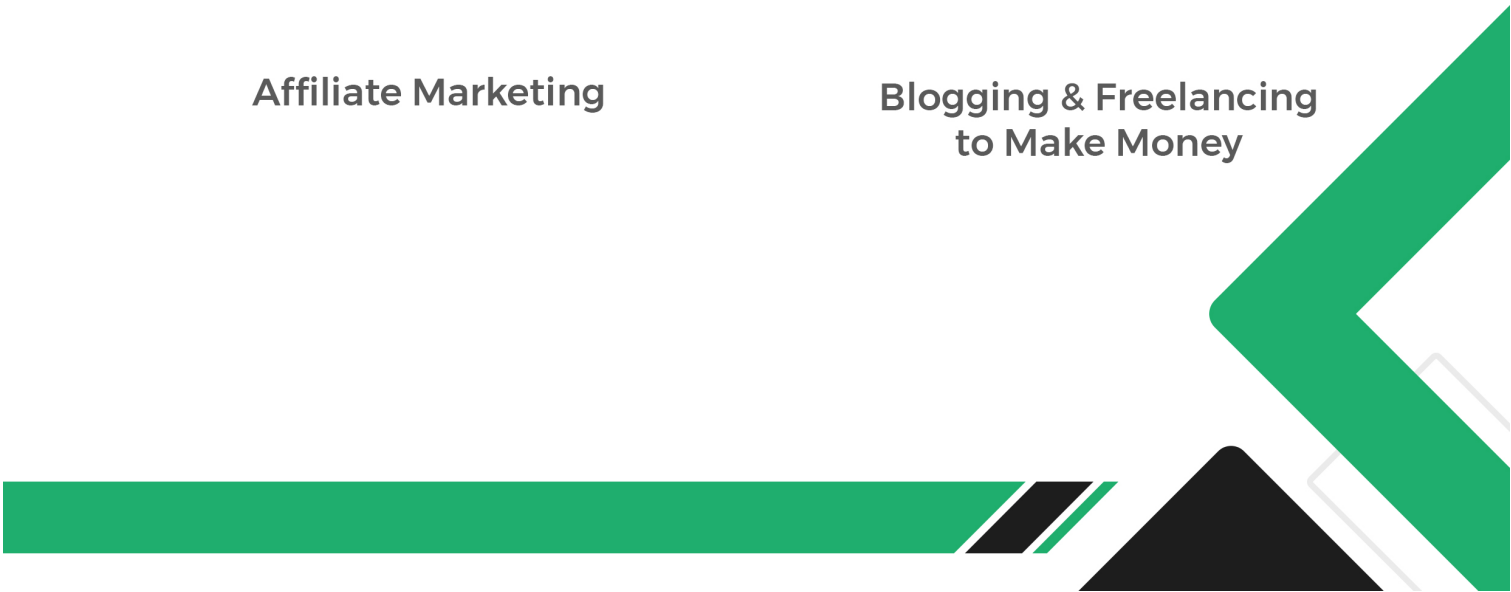
**App Store Optimization**



**Affiliate Marketing**



**Blogging & Freelancing  
to Make Money**



# Table Of Content

01

About the Course

02

Key Features of Online Digital Marketing Course

03

Learning Path

04

Tools

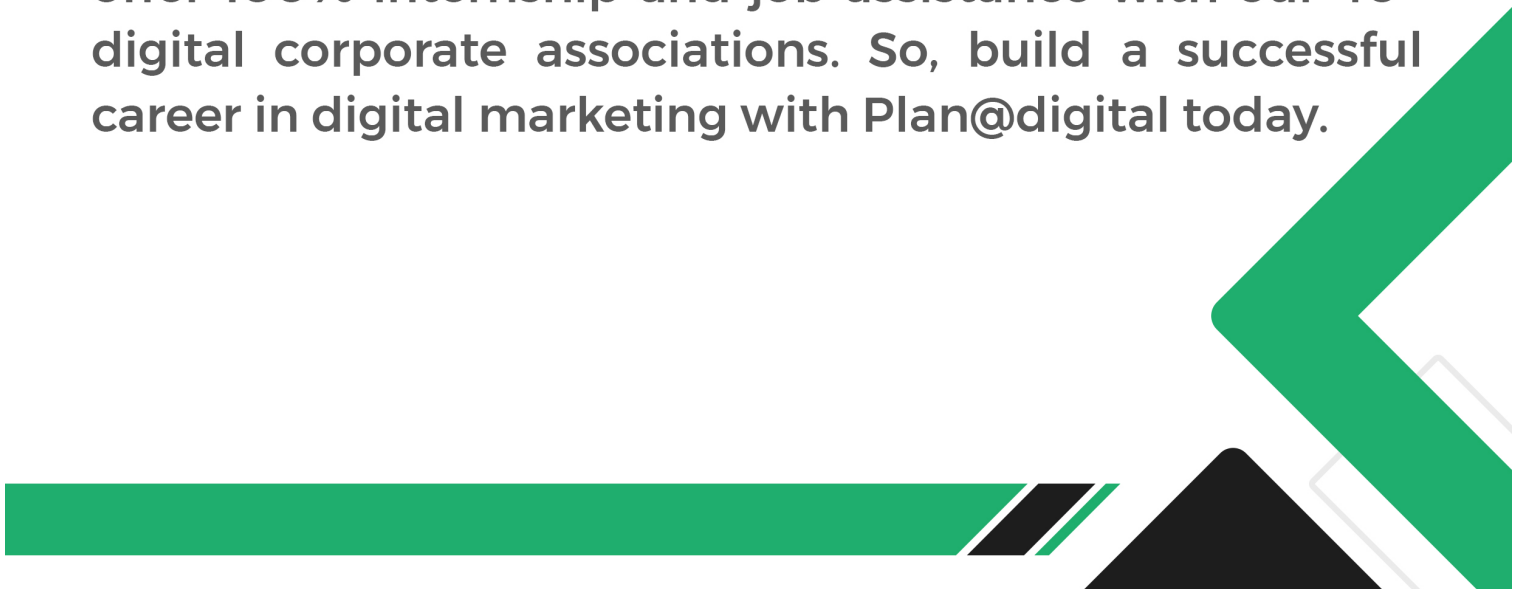
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Certifications

- Step 01 : Introduction to Digital Marketing
  - Step 02 : WordPress Management
  - Step 03 : Content Marketing
  - Step 04 : SEO - Search Engine Optimization (Onpage & Offpage)
  - Step 05 : Google Analytics
  - Step 06 : SEM - Search Engine Marketing
  - Step 07 : SMO - Social Media Optimization
  - Step 08 : SMM -Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter)
  - Step 09 : Email Marketing (Mailchimp)
  - Step 10 : Video Marketing (YouTube & Facebook)
  - Step 11 : Affiliate Marketing (Amazon, eBay & Click bank)
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# About The Course

Our Digital Marketing Online Course designed to transform you into a digital powerhouse with in-depth expertise in every branch of online marketing. The training is structured around a proven learning path prescribed by senior industry leaders. This course will help you to learn the advanced methods from Beginner to Advanced stages of Digital. Plan@Digital divide training sessions into two parts. In the first part, we will teach you all the industry-relevant skills via various tools. And in the second part, we will provide you with management skills training sessions. Both are equally important for your transformation into an allrounder digital marketer. Students at Plan@Digital learn from leading experts through case studies from the UK, Canada, Australia and many more. On the other hand, upon completion of our online digital marketing Course in Kochi, our students receive Plan@Digital , Google, Facebook, YouTube, HubSpot certifications. And, we offer 100% internship and job assistance with our 40+ digital corporate associations. So, build a successful career in digital marketing with Plan@digital today.

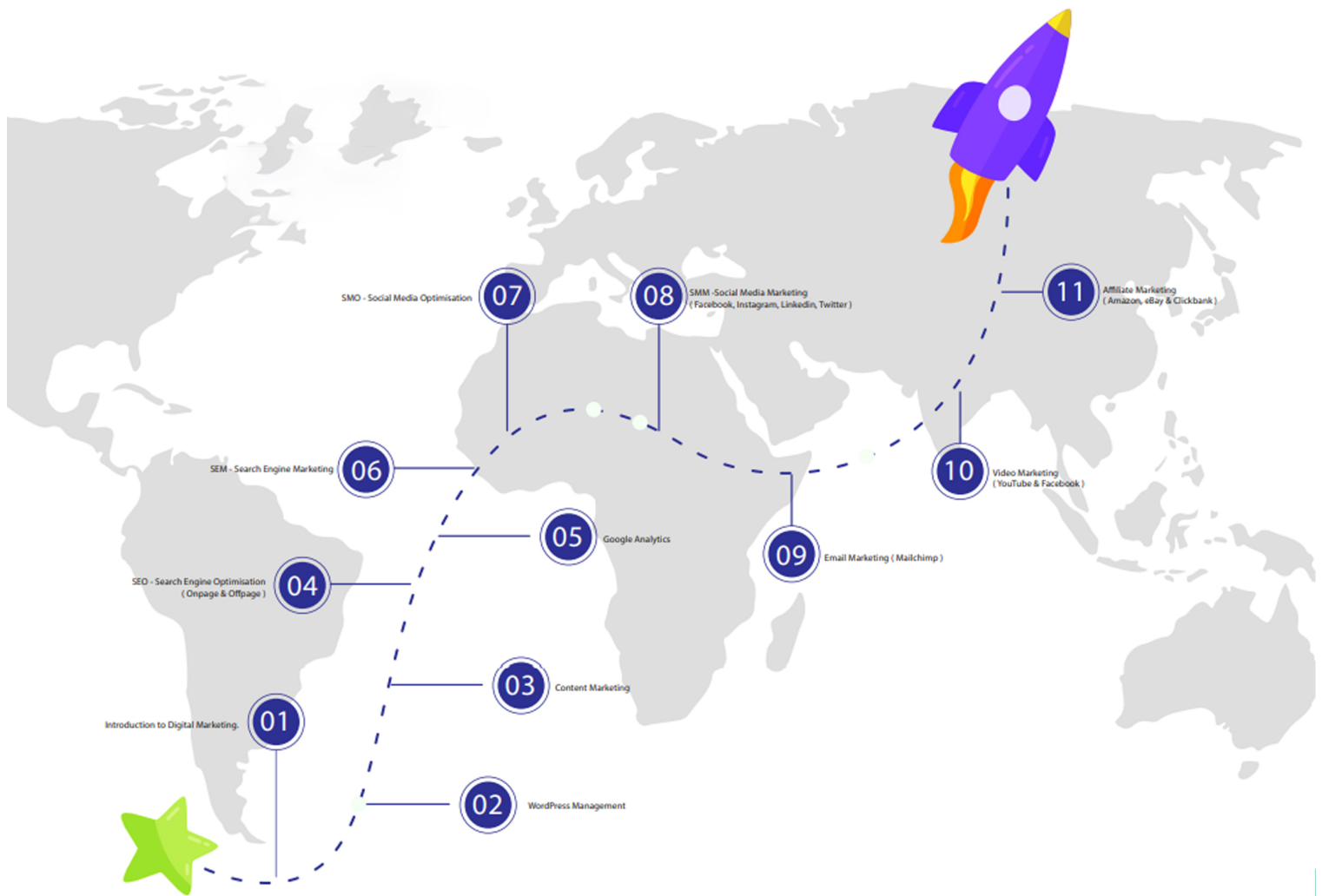


# Key Features

- Industry-recommended learning path.
- Live projects.
- Industry experts as trainers.
- Hands-on training experience.
- An interactive and practical approach.
- Meticulously designed syllabus.
- Access to 35+ live, instructor-led batches for the key course.
- Placement assistance.
- Exclusive access to Digital Marketing Experts.
- Complete digital marketing theory and practical.
- Prepares learners for 7+ certifications.
- Covers 40+ digital marketing tools.



# Learning Path





# 01

## INTRODUCTION TO DIGITAL MARKETING

- ✓ Digital Marketing Introduction.
- ✓ Importance Of Digital Marketing.
- ✓ Modules of Digital Marketing.
- ✓ Benefits of Digital Marketing
- ✓ How did Internet Marketing work?
- ✓ Traditional Vs. Digital Marketing
- ✓ Types of Digital Marketing
- ✓ Increasing Visibility
- ✓ Visitors Engagement
- ✓ Bringing Targeted Traffic
- ✓ How to Learn Digital Marketing?
- ✓ Tools & Softwares we are going to Explore



# 02

## WORD PRESS MANAGEMENT

- Introduction to WordPress
- Plugins Installation
- Creating pages, Post, Menus and URL Structuring
- Image Naming & Alt Tag Creation
- Yoast Seo Plugin
- Meta Title, Description & Meta Tags

## ANALYSIS AND KEYWORD RESEARCH

- Market Research
- Keyword Research And Analysis
- Types Of Keywords
- Tools Used For Keyword Research
- Localized Keyword Research
- Competitor Website Keyword Analysis
- Choosing Right Keywords To The Project



# 03

## CONTENT MARKETING

- Keywords Research & Understanding Your Audience
- Crafting Killer Headlines
- H1 , H2 ,H3 Tags Importance
- Tools to write content without Grammar Mistakes
- Seo Optimization for Content
- Internal Links & External Links



# 04

## SEO - SEARCH ENGINE OPTIMIZATION (ONPAGE & OFFPAGE)

- Introduction of Search Engine Optimization,
- Functions & Features
- Website & Competitor Analysis
- Black Hat/White Hat/Grey Hat SEO
- Keyword Research & Implementation SEO
- Website Design & Architecture

### ON PAGE SEO

- Creating an Account in Search Console
- Adding Website to Search Console
- XML Sitemap
- Robots.txt File Use and Creation
- Setting up the Preferred Website Version
- Url Inspection & Fetch as Google
- Rich Snippets & Structured Data



## OFF PAGE SEO

- What is Off page Seo ?
- How to build backlinks ?
- Do Follow links and No Follow Links
- Social Bookmarking Links
- Directory Submission Links
- Building Image Links
- Building Q & A Links



# 05

## GOOGLE ANALYTICS

- Google Analytics Introduction
- Integration to Wordpress
- Views and Filters
- Creating Goals in Analytics
- Google Analytics Reports

## Local Search

- Introduction to Google My Business
- Local Search Optimization
- Info & Insights Tutorial
- How to Handle Negative Reviews?
- Google My Business Website Importance
- Multiple Location & User Management



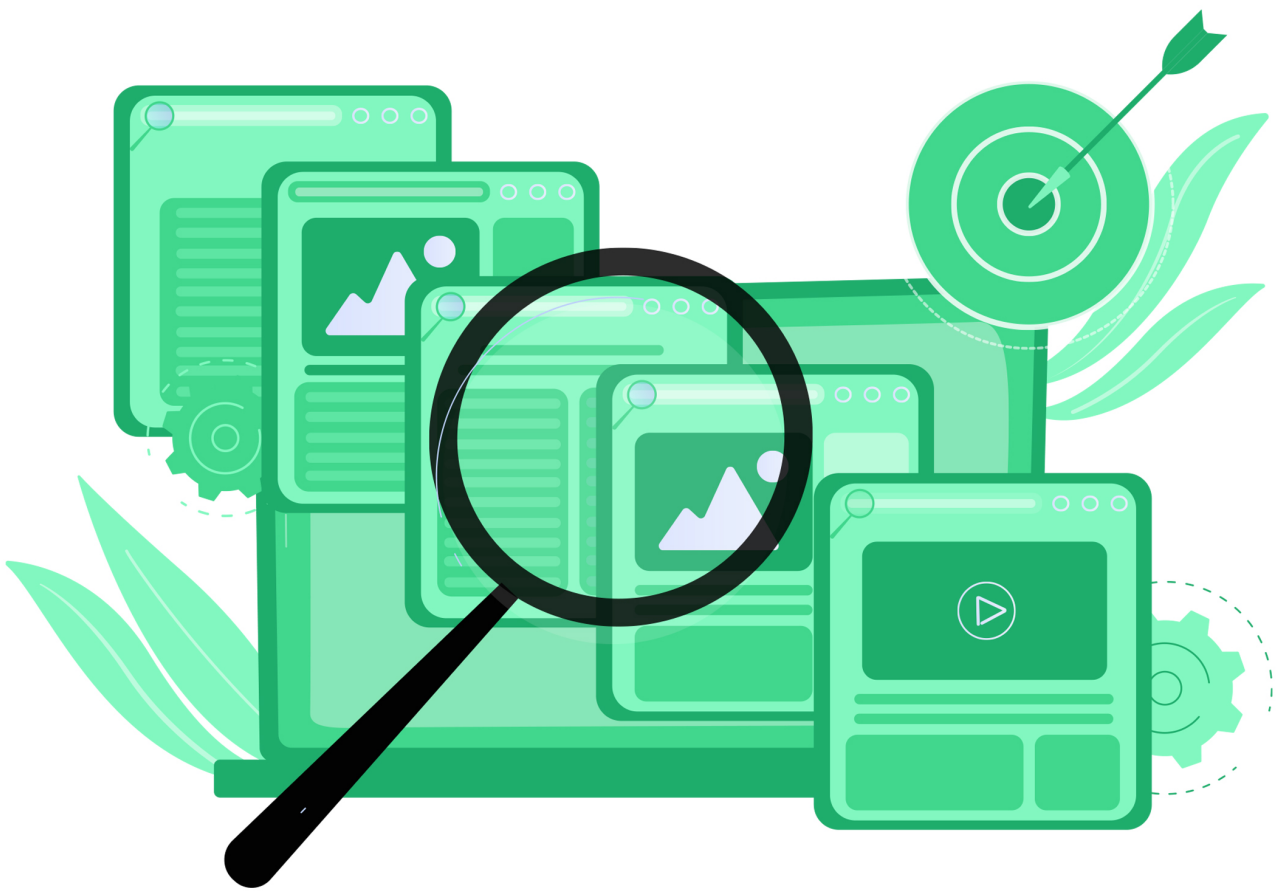
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## SEM - Search Engine Marketing

- Google Adwords Express Introduction
- Creating First Google Ad
- Targeting inside Adwords Express
- How to write Google Ads
- Budget & Billing
- What are Campaigns
- What are Ad Groups
- What are Ads
- What are Ad Extensions
- What is Conversion Tracking ?
- What is Remarketing ?
- Integration of Analytics inside Google Ads
- Setting up Remarketing Audiences
- Creating Remarketing Ads in Google Ads
- Difference Between Adwords, Express & Google Ads
- Google Ads Account Setup
- Exploring Google Keyword Planner
- Keywords Match Types



- Types of Campaigns in Google Ads
- Creating Search Campaign
- Creating Display Campaign
- Video Campaign Creation







# SMO - Social Media Optimization

What is Social Media Optimization ?

- Branding of our Business
- Tools we can use for Graphics
- Important Social Media Platforms
- How to optimise the Social Platforms with Keywords
- Facebook Page Optimization
- Instagram Business Profile
- Linkedin Page Optimization
- Twitter Optimization
- Canva Tutorial





# SMM -Social Media Marketing ( Facebook, Instagram, LinkedIn, Twitter )

## Facebook Session

- Facebook Page Introduction &Tour
- Facebook Ads Manager Introduction
- Facebook Business Manager Introduction
- Social Media Marketing Tools

## Facebook Ads Advanced

- Campaign Creation inside Ads Manager
- Lead Ads & Website Traffic
- Facebook Pixel Explained
- Facebook Remarketing
- Facebook Conversion Tracking
- Facebook Audience Manager
- Facebook Look a like Audience



## Facebook Ads

- Facebook Ads Policies
- Introduction to Boost Ads
- Introduction Promote Ads
- Quick Campaigns from Facebook
- Advantages & Disadvantages

## Instagram Ads

- Instagram Campaigns Introduction
- Instagram Campaign Types
- Creating Instagram Campaign via Facebook
- Building Image Links
- Building Q & A Links



# Email Marketing (Mailchimp)

- Introduction to Email Marketing
- Email Marketing Tools
- Mailchimp Tutorial
- Creating Email Lists
- Email Marketing Automation



# 10

## Video Marketing (YouTube & Facebook)

- Youtube Brand Channel Creation
- YouTube Brand Channel Account Setup
- YouTube Channel in Detail
- Youtube Copyright Policies
- How to upload on YouTube ?
- Title , Description and Tag
- Cards & Endscreens
- Monetization
- Thumbnails & Playlis
- YouTube Seo Tools





# Affiliate Marketing (Amazon, eBay & Clickbank)

- Introduction to Affiliate Marketing
- Affiliate Marketing Platforms
- Affiliate Account Creation in Amazon
- AdmitAd Account Creation
- Affiliate Link Marketing
- Affiliate Link Marketing via Display Ad
- Affiliate Link Marketing via Videos
- Affiliate Link Marketing via Content



# CREATING A NEW SIMPLE WEBSITE

■ Creating A Simple Website For Your Business

# INTERVIEW PREPARATION

■ Resume Preparation

■ Interview Question Preparation



# Tools





# Certifications.





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