



Digital Marketing Training Curriculum for Individual Modules

STRUCTURE



Digital Marketing Training for Individual Modules

Module 1: SEM/SMO expert/Google AdWords/Google AdSense

Module 2: Social Media Manager/ORM/Google AdSense

Module 3: Email Marketer

Module 4: Lead Generation Expert

Module 5: E-Commerce SEO & e-Commerce Marketing

Module 6: Mobile Marketing/App Marketing/APP Store Optimization

Module 7: Web Analytics & Reports

Module 8: Google Tag Manager

Module 9: Online Reputation Management (ORM)

Module 1: SEM/SMO Expert

Course Objectives:

- Learn digital marketing fundamental concepts
- Learn all about search engine marketing
- Gain in-depth insights of Search Engine Optimization
- Learn about Google AdWords and Google Web Master (Google Search Console)
- Learn all about campaigns and how to create or manage different types of campaigns
- Learn using Google AdSense and implementation tricks

Course Content

- **Digital Marketing Overview**
 - Overview of Digital Marketing
 - Different online marketing channels
 - How is it different from Traditional Marketing?
 - Understand the journey of online customer
 - Key Terminologies in Online Marketing
 - Overview to Content Management System
 - Overview of case studies and business model
 - Introduction to SEO, How Do Search engines work?
 - Search Engine Algorithms & google algorithm Updates
 - Google Search Console
 - Competition Analysis
 - On-page, and Off-Page Optimization strategies
 - Content development strategy
- **Search Engine Marketing - SEM**
 - What is SEM? Why SEM?
 - What is Google AdWords? Why Google AdWords?
 - Google Network
 - AdWords Terminologies

- How Does the SEM Auction Work?
- Structure of an AdWords Account
- Campaign Types – Introduction to Search, Display (including Videos), Shopping and Mobile-specific campaign types, and when/why to use them.
- **Creation of Search Network Campaign**
 - What are Ads?
 - Ad Formats
 - Ad Text Policies
 - Ad Text Best Practices
 - DKI
 - Ad Extensions
 - Keyword Research
 - Tools – Keyword Planner & Estimator
 - Keyword Match types
 - Keyword Strategies
 - Landing Page
 - Bidding and Budget
 - Optimizing the Search Network Campaign using the Keyword Planner, Match types, Ad Text best practices, etc
- **Creation of Google Display Network**
 - GDN Targeting Options
 - Display Ad Formats
 - Ad Gallery Tool
 - Conversion Tracking
 - GDN Campaign Creation – Demo
 - Remarketing
 - Advanced Display: RLSA, Dynamic Remarketing, YouTube Remarketing
 - Advanced Display: Smart Display Campaigns
- **Mobile Ad Campaigns**
 - Universal App Campaigns
 - Mobile-Specific Bidding and Targeting Strategies
 - Measuring Mobile Ad Performance and Conversions Report Editor
 - Optimization Strategies
 - Account Audit Demo
- **Shopping Campaigns – Introduction**
 - What are Google Shopping Ads /Product Listing Ads?
 - Where do they appear on Google? What Shoppers on the internet do?
 - What retailers need? – New Advertising technologies
 - Google Shopping set retailers up for success
 - Features of Google Shopping Why PLA's?
 - Path to creating PLA Ads
 - Merchant Centre Steps
 - Create Shopping Campaign on Google AdWords
 - Track Performance and Optimize the Campaigns
- **Introduction to SEO**
 - What is Search Engine Optimization?
 - Indexing & Crawling Basics

- Optimizing Crawl Budget
- **Organic Search vs. Paid Search Results**
 - Anatomy of a Search Result (Search Snippet)
 - What is On-page SEO (Content, Architecture, HTML)?
 - What is Off-page SEO/Link Building (Social, Content-based, PR)?
- **Keyword Research**
 - Finding Seed Keywords: Mind Map for Keyword Research
 - Using Wikipedia, Forums for Keyword Research
 - Keyword Research Process – Identify Seed Keywords, Collect Metrics, Map Keywords
 - Google Keyword Planner Tool
- **On-page SEO**
 - On-page SEO Elements
 - Crawling: XML, HTML Sitemaps, Robots.txt
 - Content Clusters (Creating SEO-based content)
 - Negative on-page to avoid
- **Technical SEO**
 - URL Architecture
 - Page Speed Analysis (GTMetrix / YSlow / Google Page Speed Insights)
 - 301 Redirects
- **Mobile SEO**
 - Mobile Websites: Responsive, Adaptive, Dynamic
 - Optimising for Voice Search
 - Schema markup
 - What is Schema & Why is it relevant to SEO.
 - Schema Types – Micro, JSON-LD
 - Common JSON Schema Tags – Organisation, Website, Blog Posting
 - How Schema shows up in SERPs?
- **Off-page SEO**
- **Link Building**
 - What is Link Building
 - Link Building Tactics
 - Manual Link Building Process
 - Link Building Metrics
- **Social SEO**
 - Quora
 - YouTube Video SEO
 - SlideShare, Scribd and other Social Channels for SEO
- **Local SEO**
 - What is Local SEO, Pigeon Update
 - Google My Business, Bing Places
 - Local Pages on your website
 - Local Listings/Citations
 - Backlink audit of one website
 - How to audit backlinks of competitors and gain insights?
- **SEO Audit, Tools, Measurement**
 - SEO Audits

- Different Types of SEO Audits
- Complete SEO Audit with Checklist – Screaming Frog SEO Spider, SEMRush Backlink Audit, Page
- Speed Audit with GTMetrix / Google Page Speed Insights, Mobile Site Audit
- Google Search Console
- **Algorithm Updates**
 - History of Google Algorithms
 - Panda, Penguin, Pigeon, Caffeine updates
 - RankBrain and the Future of SEO
- **Measurement with Google Analytics**
 - Basics of Google Analytics
 - SEO Metrics to Measure – On-page, Off-page, Technical
 - SEO Reporting
- **Google AdSense**
 - What Is Google AdSense?
 - Difference between Google AdWords vs Google Analytics
 - How much minimum traffic i need for Google AdSense approval?
 - Which sizes for AdSense is very effective?
 - How to create google AdSense account
 - Different types of Ad unit
 - Plugin for AdSense integration
 - AdSense Reports Study
 - Difference between Google AdSense vs Affiliate Marketing?
 - What is CPC?
 - Easy steps for Google AdSense

Module 2: Social Media Manager

Course Objectives:

- Learn digital marketing fundamental concepts
- Learn all about Social Media Marketing and Social Media Optimization
- Learn about Video Marketing and Video Optimization
- Learn using different social media platform like Facebook, LinkedIn, Pinterest, Instagram, YouTube, Snapchat, Quora, etc.
- Also learn about social media advertising on various platforms.
- Learn using Google AdWords and Google AdSense
- Learn all Online Reputation Management/ORM 21

Course Content

- **Digital Marketing Overview**
 - Overview of Digital Marketing
 - Different online marketing channels
 - How is it different from Traditional Marketing?
 - Understand the journey of online customer
 - Key Terminologies in Online Marketing

- Overview to Content Management System
- Overview of case studies and business model
- Introduction to SEO, How Do Search engines work?
- Search Engine Algorithms & google algorithm Updates
- Google Search Console
- Competition Analysis
- On-page, and Off-Page Optimization strategies
- Content development strategy
- **Social Media Marketing**
 - Brief to social media marketing
 - Key steps for social media success.
 - Social Media Statistics & Strategy
 - Importance of using essential social media tools
 - Social media marketing integration.
- **Creating Content for Facebook & Social Media**
 - Why Content is the foundation of SMM?
 - Psychology of Social Sharing
 - Building Content That is Inherently Shareable
- **Facebook marketing**
 - Facebook Page Best Practices
 - KPIs to measure success
 - Facebook Insights
 - Facebook Business Manager
- **Facebook advertising**
 - How does Facebook Advertising Work?
 - Facebook Ad Campaign Objectives
 - Facebook Ad Targeting
- **YouTube marketing**
 - YouTube Marketing Overview
 - YouTube Marketing Strategy
 - How to Find Video Ideas with Competitor Analysis
 - How to Find YouTube Video Ideas with Keyword Research
 - YouTube Account Setup
 - YouTube Account Optimisation
 - YouTube Banner
 - YouTube Channel Tags
 - YouTube SEO
 - Enable Custom Thumbnails
 - YouTube Thumbnails
 - YouTube Cards
 - YouTube Comments
 - Manage Multiple YouTube Accounts
 - YouTube Monetisation
 - YouTube Ads
 - YouTube Analytics
- **Twitter marketing**
 - Twitter Marketing for Brand Awareness

- Twitter Ads
- Twitter Analytics
- Twitter Tools
- **LinkedIn marketing**
 - LinkedIn for Personal Branding
 - Brand Marketing on LinkedIn
 - LinkedIn Company Pages
 - LinkedIn Advanced Search
 - LinkedIn Premium
 - LinkedIn Ads
- **Pinterest marketing**
 - Pinterest for business
 - Marketing on Pinterest
 - Best Practices
 - Leveraging Rich Pins
 - Analytics & Measurement
- **Instagram Marketing**
 - Optimizing your Instagram business profile
 - Crafting an Instagram content strategy
 - Best Practices
 - Influencer Marketing on Instagram
 - Analytics & Measurement
 - Instagram Ads
- **Quora Marketing**
 - Why Market Your Business on Quora?
 - Quora Marketing Strategy
 - Quora Account Setup
 - Quora Account Optimisation
 - Build a List of Questions to Answer
 - Format Your Answers for Maximum Clicks
 - Quora Promotion
 - Find Blog Post Ideas with Quora
 - Quora Business Page Setup
 - Quora Analytics
- **Snapchat Marketing**
 - Snapchat for business
 - Building a following
 - Driving Engagement
 - Analytics & Measurement
- Document Sharing Site
- Overview of Online Reputation Management (ORM).
- Social media measurement and reporting.
- **Online Reputation Management (ORM)**
 - What is ORM?
 - Why ORM is important for your business?
 - Factors of Online Reputation Management
 - Negative effects of bad online reputation

- How to get customer reviews?
- Monitor Online Conversations
- Don'ts of Online Reputation Management
- Do's of Online Reputation Management
- How to Improve Your Reputation
- Tools of Online Reputation Management
- Introduction to Google Alerts
- Different Types of Google Alerts
- **Google AdWords**
 - What is Google AdWords? Why Google AdWords?
 - Google Network
 - AdWords Terminologies
- **Google AdSense**
 - What Is Google AdSense?
 - Difference between Google AdWords vs Google Analytics
 - How much minimum traffic i need for Google AdSense approval?
 - Which sizes for AdSense is very effective?
 - How to create google AdSense account
 - Different types of Ad unit
 - Plugin for AdSense integration
 - AdSense Reports Study
 - Difference between Google AdSense vs Affiliate Marketing?
 - What is CPC?
 - Easy steps for Google AdSense
- **Media buying & selling**
 - Setting 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 multiple formats & appropriate for our targeted digital platforms
- **Video Marketing**
 - What is Video Marketing?
 - Difference between Video Marketing Vs Video Optimization?
 - How to promote videos through Google AdWords?
 - How to Create in-stream Ads?
 - How to increase Video views?
 - What is CPV and CPM?
 - Video Marketing basic concepts
 - True View Ads vs Stream Ads
 - How to create Sequence Ads?
 - How to create Bumper Ads?
- **Video Optimization**
 - Video Optimization Basics
 - How to increase your views on YouTube?
 - How to monetize your YouTube video?
 - How to rank videos in 24hr in YouTube?
 - YouTube Ranking Techniques

- Annotations
- Using YouTube Cards

Module 3: Email Marketers

Course Objectives:

- Learn all about e-mail marketing techniques
- Learn how to create effective email content
- Learn about customer acquisition strategies through email
- Learn about automation and workflows in email marketing
- Learn how to generate or nurture leads using email marketing techniques

Course Content:

- Setting-up an Email Marketing Machine
- ISPs, Hosting Facility and MTA
- IP/DNS and Shared vs. Dedicated IPs
- MX Record, Whitelisting, Response Handlers and Bounces
- Effective Email Content
 - Conversation, Relevance, Incentives
 - Timing, Creative & Copy, Attributes
- Customer Acquisition Strategies
 - Rented List Emails
 - Co-branded Emails
 - Third Party Email Newsletters
 - Viral Emails
 - Event Triggered Emails
 - House E-newsletters
- Effective Creative Introducing
 - CRABS- Does your Emails have Crabs?
 - Email Template Model
 - Best Practices
 - NLP Demonstrations (Neuro Linguistic Programming) to Understand Customers Better
- Nurturing & Automation
 - Tools to Enhance Lead Nurturing
 - Enhance Better Reach
 - Analyze Behavior Patterns
 - Analytics
 - Automation and More
- Resources to do situational analysis and progressive updates
 - Customer Personal Toolkit
 - Complete Email Marketing Worksheet
 - Content Editorial Calendar
 - Digital Marketing Strategy Toolkit
 - Email Contact Strategy Template

- Email Campaign Calculator
- Email Marketing Health Check
- Structuring Digital Marketing Team
- Web Resources to Improve Subject lines, HTML Codes, Spam Testers and Deliverability Issues
- Email Automation
 - Introduction to Automation
 - What is Automation?
 - How does it Work?
 - What are the Benefits?
 - Choosing an Automation Platform
 - Features & Functions Available
 - What are Workflows? How to Create a Workflow?
 - Cost
 - Most Widely Used Platforms

Module 4: Lead Generation Expert

Course Objectives:

- Learn about landing page creation and design concepts
- Learn all about HTML basics and using HTML tags
- Learn Website planning/creation/ and optimization techniques
- Learn about inbound marketing and affiliate marketing concepts
- Learn All about lead generation concepts, tips, tricks, techniques, and tools
- Learn about content marketing concepts and strategies
- Learn about Google AdWords, Google AdSense, and Google Web Master

Course Content:

- **Inbound Marketing**
 - What is Inbound Marketing?
 - Inbound Marketing Process
 - Content Marketing Concepts
 - Strategies for Inbound Marketing
 - Tools for Inbound Marketing
 - Using a CRM
 - Delight your Customers
- **Landing Page Design Concepts**
 - Conversion Oriented Landing Page Design
 - Investment in Landing Page
 - Is it for me?
 - What is it?
 - Critical Concerns to Address on Landing Page
 - What's the Next Step?
- **HTML Basics**
 - Web Page Basics: What is HTML, JavaScript, CSS

- Basic HTML Tags to create a web page
- HTML Tags for SEO: Title, H1, META Tags, IMG, A
- On-page SEO Elements
- Crawling: XML, HTML Sitemaps, Robots.txt
- Content Clusters (Creating SEO-based content)
- Negative on-page to avoid
- **Website planning/Creation/Optimization**
 - Webpage and website
 - Basics of HTML
 - Other languages for website creation
 - Common tag
 - PHP Based Platform
 - What is a webpage?
 - Types of Website
 - Difference between Blog and Service Webpage
 - WordPress
 - Difference between themes and plugins
 - Posts vs pages
 - Category vs tags
 - General Customization
 - What is WordPress?
 - How to change theme in WordPress?
 - How to use plugin?
 - How to install WordPress?
 - How to upload Demo content?
 - How to install premium plugins?
 - Difference between Free themes and premium themes
 - Create Posts and Pages
- **Content Marketing**
 - How many types of Content Marketing?
 - What is a writer?
 - Difference between Informative and Potential Content?
 - Content Marketing Do's and Don'ts
 - Content Planning
 - Final words on your Strategy
 - How to generate leads through potential content?
 - How to target potential customers through right content?
 - Find right keywords for content marketing
 - Effective content marketing strategy
 - Let's talk about strategy for content marketing
 - Analyzing the keyword for content
- **Attracting your potential customers into conversion funnel**
 - Various Ways to Build Reach Through Digital Marketing
 - What are Engagement Magnets?
 - How to Identify Right Set of Engagement Magnets for your Business?
 - Effectiveness of Various Engagement Magnets
 - Digital Reach Building Strategy Through Inbound Interest Generation

- **Converting your prospects into leads using emails**
 - What is Audience Aggregation?
 - Benefits of Audience Aggregation
 - How to do Audience Aggregation Through Emails
- **Role of Conversion**
 - Understanding Customer Psyche
 - Conversion Optimization
 - User Flow and Persuasion
 - Online Persuasion
 - True Meaning of Landing Page User Flow and Online Persuasion
- **Conversion Optimization Patterns for Engaging website Visitors**
 - Patterns for Engaging Website Visitors
 - Pattern #1 – Pop-Ups
 - Pattern #2 – Pop Under Call-to-Action
 - Pattern #3 – Inside Article CTA
- **Lifecycle Emails**
 - What are Lifecycle Emails?
 - Where do Lifecycle Emails fit in?
 - Tools used for Lifecycle Emails
 - Lifecycle Emails – Case Studies
 - Lead Nurturing with Drip Email Marketing: Implementation
- **Affiliate Marketing**
 - Understanding Affiliate Marketing
 - Google Analytics
 - Google AdWords
 - Google AdSense
 - Google Webmaster
 - Banners, Promos, Discounts
 - Different type of campaigns
 - Email campaign
 - Campaign measurement and Tracking

Module 5: E-Commerce SEO & E-Commerce Marketing

Course Objectives:

- Learn website creation, planning and optimization techniques
- Learn HTML basics and using different tags too.
- Learn all about e-commerce SEO and e-commerce marketing techniques
- Learn content marketing for e-commerce store in-depth

Course Content:

- **Website planning/Creation/Optimization**
 - Webpage and website
 - HTML basics
 - Other languages for website creation

- Common tag
- PHP Based Platform
- What is a webpage?
- Types of Website
- Difference between Blog and Service Webpage
- WordPress
- Difference between themes and plugins
- Posts vs pages
- Category vs tags
- General Customization
- What is WordPress?
- How to change theme in WordPress?
- How to use plugin?
- How to install WordPress?
- How to upload Demo content?
- How to install premium plugins?
- Difference between Free themes and premium themes
- Create Posts and Pages
- **HTML Basics**
 - Web Page Basics: What is HTML, JavaScript, CSS
 - Basic HTML Tags to create a web page
 - HTML Tags for SEO: Title, H1, META Tags, IMG, A
 - On-page SEO Elements
 - Crawling: XML, HTML Sitemaps, Robots.txt
 - Content Clusters (Creating SEO-based content)
 - Negative on-page to avoid
- **E-Commerce SEO**
 - What is E-commerce SEO?
 - Understanding of Best product keywords
 - How to index product in search engine?
 - Rank on Potential Keywords
 - Increase Quality Backlinks
- **What is Ecommerce Marketing?**
 - Difference between Normal SEO and Ecommerce website SEO?
 - What is the role of reviews in ecommerce marketing?
 - Product presentation and "ROI" parameter
 - How to think as a customer
 - Boosting sales
 - How to increase ecommerce sales through Facebook?
 - Ecommerce basic concepts?
 - How to promote large products in single click?
 - Effective strategy plan for Ecommerce website
 - Cart development techniques
- **Content Marketing**
 - How many types of Content Marketing?
 - What is a writer?
 - Difference between Informative and Potential Content?

- Content Marketing Do's and Don'ts
- Content Planning
- Final words on your Strategy
- How to generate leads through potential content?
- How to target potential customers through right content?
- Find right keywords for content marketing
- Effective content marketing strategy
- Let's talk about strategy for content marketing
- Analyzing the keyword for content

Module 6: Mobile Marketing/App Marketing/APP Store Optimization

Course Objectives:

- Learn mobile marketing and app marketing fundamentals
- Learn app store optimization facts and details
- Learn content marketing strategies for mobile and apps
- Learn to give a new edge to any mobile app on to different platforms and devices.

Course content:

Digital Marketing Overview

- Overview of Digital Marketing
- Different online marketing channels
- How is it different from Traditional Marketing?
- Understand the journey of online customer
- Key Terminologies in Online Marketing
- Overview to Content Management System
- Overview of case studies and business model
- Introduction to SEO, How Do Search engines work?
- Search Engine Algorithms & google algorithm Updates
- Google Search Console
- Competition Analysis
- On-page, and Off-Page Optimization strategies
- Content development strategy
- Mobile marketing Overview
- App Marketing Overview
- App Store Optimization Overview

Mobile Marketing

- Understanding Mobile Devices
- Impact of Mobile Marketing in Social Media
- Mobile Marketing Analytics
- Mobile Apps Engagement
- Growth in the Mobile Industry

- Promoting Site in Mobile Apps
- Benefits of Mobile Marketing
- Targeting Options in Mobile Apps
- Mobile Marketing Goals
- Mobile Ad Formats
- Reporting in Mobile Ads
- Google AdWords

App Marketing/App Store Optimization

- What is App Marketing?
- App Store Optimization
- How to decide Target Cost Per Install?
- How to increase install in Play Store?
- How to generate downloads through Facebook?
- How to make business from mobile marketing
- Effective mobile marketing strategy
- Create iOS and Android App Ads
- How to lower Target CPI?
- How to target potential customers through search engine marketing?

Content Marketing/Blog Management

- What is Content Marketing?
- How many types of Content Marketing?
- What is a writer?
- Difference between Informative and Potential Content?
- Content Marketing Do's and Don'ts
- Content Planning
- Final words on your Strategy
- How to generate leads through potential content?
- How to target potential customers through right content?
- Find right keywords for content marketing
- Effective content marketing strategy
- Let's talk about strategy for content marketing
- Analyzing the keyword for content

Module 7: Web Analytics & Report

Course Objectives:

- Learn how to perform analysis for different sized businesses
- Learn Google Analytics, AdWords, AdSense, and campaign management
- Learn Social Media Analytics and Digital Analysis
- Learn how to analyze traffic and customers coming on to your website
- Learn all about Social CRM and its analysis techniques

Course Content: Web Analytics & Reports

- Introduction
 - What's analysis?
 - Is analysis worth the effort?
 - Small businesses
 - Medium and Large-scale businesses
 - Analysis vs Intuition
 - Introduction to Web Analytics
- Google Analytics
- Getting Started with Google Analytics
- How Google Analytics works?
 - Accounts, profiles and user's navigation
 - Google Analytics
 - Basic Metrics
 - The main sections of Google Analytics reports
 - Traffic Sources
 - Direct, referring, and search traffic
 - Campaigns
 - AdWords, AdSense
- Content Performance Analysis
 - Pages and Landing Pages
 - Event Tracking and AdSense
 - Site Search
- Visitors Analysis
 - Unique visitors
 - Geographic and language information
 - Technical reports
 - Benchmarking
- Social Media Analytics
 - Facebook Insights
 - Twitter Analytics
 - YouTube Analytics
 - Social Ad Analytics /ROI measurement
- Actionable Insights and the Big Picture
 - Recap of Google Analytics reports and tools
 - Finding actionable insights
 - Getting the organization involved
 - Creating a data-driven culture
 - Resources
 - Common mistakes analysts make
 - Additional Web analytics tools
- Social CRM & Analysis
 - Radian6
 - Sentiment Analysis
 - Workflow Management
 - Text Analytics

- Digital Analytics
 - Web Masters
 - AdWords Reports, Custom Reports, Custom Dimensions
 - Dashboard and Segmentation
 - Multi-Channel Funnels Reports
 - Attribution modeling and reports
- Platform Principles
 - The platform components
 - The data model
 - Measurement Protocol data collection
 - Importing data into Google Analytics
 - Reporting APIs and Report Sampling

Module 8: Google Tag Manager

Course Objectives:

- Learn basics to Most Advanced Google tag manager with a live website
- New Account creation for Google Tag manager, Google Analytics and connecting them together using specific tags
- Testing and Troubleshooting with GTM on our website
- Custom messages on specific web pages and conditions
- Advanced concepts of google tag manager
- Google Tag Manager used for Enhanced E-commerce
- GTM with Facebook pixels, marketing & Re-marketing
- Social media & Wikipedia tracking using google tag manager
- LinkedIn Marketing using google tag manager
- Quora Marketing using google tag manager
- Tracking of all events in Google analytics using google tag manager
- Copy text tracking using google tag manager
- Google ads Marketing & re marketing with the help of google tag manager
- Google tag manager with Shopify and its limitations

Course Content:

- Introduction to Google Tag Manager
- Install Google Tag Manager
- Explore Google Tag Interface
- Create a new FREE account in Google Tag Manager
- Learn about the admin session of the google Tag Manager
- Learn to install Google Tag Manager on a Live Demo Website
- Install GTM on a HTML Website
- About google Analytics
- Google Analytics Account Creation
- Integration of Google Analytics with the help of GTM
- YouTube video tracking using GTM and Google analytics
- Social media button clicking using GTM

- Phone number tracking using GTM
- Wikipedia Link Tracking using Google Analytics & GTM
- White Paper PDF download tracking with Google Analytics & GTM
- Facebook Marketing with the help of Google Tag Manager
- Facebook Re-marketing with the Help of GTM
- Time based trigger & messages on our website with GTM
- Advanced Data layer in GTM
- Advanced concepts in GTM
- Facebook Sales Vs Ads Amount Spend Tracking
- Find the traffic based on the browser's location using GA & GTM
- Find the Text copied from website using Google Analytics & GTM
- Track the Product Purchase on Our Google Analytics using GTM
- Google Tag Manager and channel marketing
- Learn How to track Google Ads Conversion Purchase using GTM
- LinkedIn Conversion Tracking & Marketing using GTM
- Quora content Marketing & Re-marketing using GTM
- Shopify GTM installation & Tracking and its Limitations
- New Rollouts in GTM
- Improve GTM performance using Custom Templates
- Common Mistakes and Solutions

Module 9: Online Reputation Management (ORM)

Course Objectives:

- Understand everything about online Reputation Management
- Phase by phase learning curve for each module
- Handle Day to day activities in the ORM process
- Help Businesses overcome online issues, crisis, and disaster
- Understand the user engagement process
- Managing negative reactions from users
- Strategies for re-building the online brand
- The course complements perfectly your SEO and Digital Marketing learning curve
- Gain insights on dealing with market competition and long term business sustenance
- Apply for top ORM jobs in the market with confidence
- Build a career in the ORM field with a systematic approach

Course Contents:

- What is ORM?
- Why ORM is important for your business?
- Factors of Online Reputation Management
- Negative effects of bad online reputation
- Step-by-step guide to overcome bad reputation
- Understanding ORM scenarios

- How to deal with criticism online?
- Some proven ways for build positive brand reputation
- How to get customer reviews?
- Monitor Online Conversations
- Don'ts of Online Reputation Management
- Do's of Online Reputation Management
- How to Improve Your Reputation?
- Tools of Online Reputation Management
- Introduction to Google Alerts
- Different Types of Google Alerts
- Best examples of online reputation management
- ORM Case Studies