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DIGITAL MARKETING TRAINING INSTITUTE™

MASTER DIPLOMA in INTERNET MARKETING (MDIM)

Module 1 : Search Engine Optimization

ON-PAGE OPTIMIZATION - Meta Tags Optimization - Canonical Tag Implementation - SWOT analysis of website - Heading Tags in Contents - Description tag imp - KEYWORD RESEARCH - Keyword Proximity, Density, Analysis	- Header Keyword Optimiz - Footer Keyword Optimiz - Image Optimization - Image Alt Tags - Google Sitemap Creation - Web Page Weight / Rank - Internal Link Building - Robots file Optimization - Anchor Text - URL renaming/re-writing - Website Audit	OFF-PAGE OPTIMIZATION - Submission to Search E - Directory Submission - Deep Linking - InBound Links - Blog Submission - Book Marking - Article writing/directory - Article Submissions - Classified submissions	- Forums - Social Bookmarking - Press Release - Press release Submission - Directory Links : - One Way Link building - Two Way Link building - Three Way Link building - SITE MAPS - Sitemap Creation - XML Sitemap	- Competitor Analysis - HTML, Logo & its Importance - Copyrighting - Call to Action - Copy-scape - Duplicate Content Issues - Coding Standards - Usage of all Tags - W3C Validation - Free Backlinks Creation
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Module 2 : Social Media Marketing & Optimization

SOCIAL MEDIA OPTIMIZATION & MARKETING Types of social media / Key terms to understand How Social Media influences audience & Google Developing unique content, positioning and voice Integrating social media into your website and blogs How to choose right social media for your business/brand. Behavioural & cultural standard for Social Media. Linking all Social Media Accounts.	YOU TUBE Marketing Video optimization Promoting on YouTube Monetization Seo for Youtube Youtube Analytics SLIDESHARE PINTEREST INSTAGRAM	FACEBOOK MARKETING Create Marketing & Advertising How to Promote Facebook pages Advertise on Facebook(PPC) Creating FAN-Page for Business Setting up Campaigns Creating Advertisements Managing & Promoting Posts Targeting the Right Audience In-page Analysis / Analytics	LINKEDIN Marketing on LinkedIn Advertise on LinkedIn Using LinkedIn for business GOOGLE PLUS Using Google Plus for Businesses, Hangouts. TWITTER MARKETING Using twitter for business
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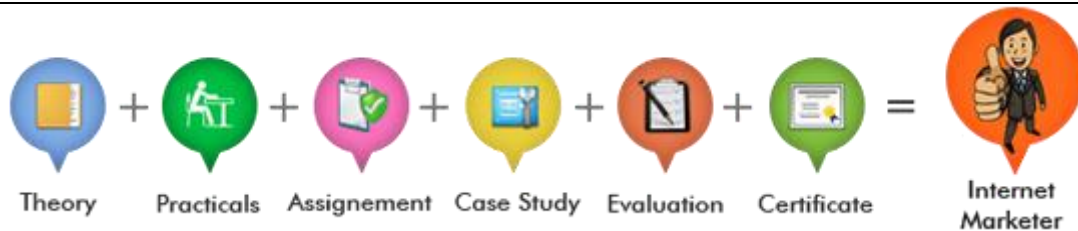
Module 3 : Google Adwords with GOOGLE Certification (100% Guarantee)

PPC TRAINING INTRODUCTION What is Pay per Click Marketing Importance & Benefits of PPC Other Pay-Per-Click Providers What is Google AdWords ? How to set up PPC Campaign GOOGLE ADWORD NETWORKS Search- Searching on Google (.Com, .in, .ph etc.) Search Partners- (AOL, Earthlink, Powered by Google, Site Search/ SET-UP PPC CAMPAIGN PPC campaign Navigation	Use Multiple Account "CLICK-THROUGH-RATES" CTR What is Impression? What is "Cost/Conversion"? What is Tracking Code? WHAT IS KEYWORD RESEARCH ? Diff between SEO & PPC keywords Keywords popularity, Search Volume Categorize Keywords in Ad groups Keyword Types:Broad, Exact, Phrase CREATE EFFECTIVE ADS AD GROUPS Measurement of Title,Desc URL, Ad that produce better ROI WHAT IS BIDDING ?	WHAT IS QUALITY SCORE ? How Quality Score Effect on Bids? How to Increase Position on Search? BID FOR AD POSITION/ BID MANAGEMENT User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding WHAT IS LANDING PAGE ? Ads versus Landing Page 'Calls to Action'/Cost/Conversion MOBILE MARKETING VIDEO MARKETING	DISPLAY NETWORK CAMPAIGN (Creating Image/Video /Text/Flash Banner) Navigation through Menus Home/Campaigns/Opportunities/Tools & Analysis, Billing Account REMARKETING Using MCC (My Client Centre) MERCHANT CENTRE CAMPAIGN PERFORMANCE REPORTS Keywords Performance Reports Ad Performance Reports GOOGLE CERTIFICATION Support
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Module 4 : Google Analytics

<p>Introduction to Web Analytics WHAT IS WEB ANALYTICS Purpose of analytics in Internet Marketing Admin Interface Setting up an accounts and Web properties Managing account / Users</p>	<p>Google Analytics Interface Home Tab /Realtime Data DASHBOARD Widgets / Customize dashboard Intelligent Events/Shortcuts Date selection and comparison EXPORTING REPORTS/ EMAILING REPORTS</p>	<p>ADVERTISING ANALYTICS ADWORDS DATA ANALYSIS Keywords/Keyword Positions Traffic Sources Overview of Traffic sources Sources / Direct Search Organic / Keywords Analysis Paid / Referral</p>	<p>SEO (WEBMASTER TOOLS) Social /Content Analysis Site content /Speed/Search Events /Experiments Inpage Analytics CONVERSION TRACKING Goals / Calculating the ROI Custom reporting</p>
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Module 5 : Mobile Marketing

MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. PPC is largely results driven, making clear goal setting and documentation mission critical. Adwords mobile marketing and PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. Marketing on Mobile apps is a very important marketing tool that you are taught. There are a number of factors that you must consider in the early stages of your app marketing, including branding, keywords, and competition. You learn to market on Android as well as IOS platform.

Module 6 : Affiliate Marketing

AFFILIATE MARKETING
 Affiliate marketing has just started in India contrarily to what it is in United States. Generate leads or bring in potential customers for business online & get paid. Earning opportunity in affiliate marketing is unlimited. At DMTI you will learn how to do affiliate marketing. How to use Flipkart, Amazon, Jabong - affiliate codes on your website or blog ..etc. **GOOGLE ADSENSE** :Why is the internet biggest source of information? Do you think that people just publish a blog or provide piece of information for nothing? Google through which you can earn money by placing ads on your blog/website.

Module 7 : Email Marketing

EMAIL MARKETING
 EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

Module 8 : O R M

ONLINE REPUTATION MANAGEMENT
 ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or business's. The advancement of internet and social media use, along with reputation management companies, have made it primarily an issue of search results. You learn how to remove and over lap the negative complaints or using SEO tactics to influence results and much more.

Module 9 : Google Webmaster Tools

<p>GOOGLE WEBMASTER TOOLS Search Console What is Webmaster Tools Site working on Search Console Refine personal & site settings Manage & Monitor your site</p>	<p>Search Traffic Google Index Crawl & Fetching your site Submitting your verification code Testing Robot.txt & Sitemaps Security - Check for errors</p>
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Module 10 : Digital Mktg Strategies

1. How to Start a Digital Marketing Agency
2. Where do I get my clients from, places and areas to look for ?
3. Approach and Strategies to Convert your prospective clients
4. How to Pitch to your clients, prove Digital Marketing is superior
5. Target Oriented Marketing - Impress with Analytics
6. Business Extensions with Upsell & Selling multiple products

Module 11 : INFOGRAPHICS

CONTENT MARKETING WITH INFOGRAPHICS
 Infographics CONTENT MARKETING are a visually compelling communication medium that done well can communicate complex data !
 Why Infographics for your Content Marketing Strategy ?
 An Infographic that is linked and compelling by its nature will drive traffic to your website and blog as people "share" & "click". A visual format that is potentially viral. They take deep data and present it in a visual shorthand.

Module 12 : Creating a Blog

- **USING TUMBLR FOR CREATING A BLOG**
- BLOGS - are an absolute must for Digital Marketing
- Mobile, Tablet & Desktop Compatible
- Easily build a blog
- Customizable, Mobile-ready designs and themes
- With hosting and support



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<h2>Module 13 : VIRAL Marketing - #Tag</h2>	<h2>Module 14 : LIST Building Techniques</h2>
<ol style="list-style-type: none"> 1. Introduction to HASHTAGS 2. How to Use Hashtags for Your Business 3. How to Create Hashtags - The Basics 4. Research Trending Hashtags 5. Find Hashtags Related to the Main Keyword 6. Hashtags on Twitter for lead generation 7. Speed It Up - Tools to Detect Hashtag strength 8. Hashtags on Facebook to generate traffic 9. Track Your Hashtag Impact 	<p>LIST BUILDING TECHNIQUES</p> <p>Introduction To Your List Building Tools How To Design Your Squeeze Page For Maximum Conversions Split Testing Your Squeeze Pages Setting Up Your Broadcast Schedule Launching Your List Building Campaign List Building Resources - A Swipe File Conclusion</p>
<h2>Module 15 : WhatsApp Digital Mktg</h2>	<h2>Module 16 : LIVE STREAMING</h2>
<ol style="list-style-type: none"> 1. Whatsapp Marketing for Business 2. Communicate better using texts, images, audio and video 3. Increase audience engagement 4. Reinforce credibility by providing immediate customer support 5. Build long-term-relationships & create loyal brand advocates 6. Evoke prompt customer response by proper CTA utilization 	<p>Boost Your Business using Live Streaming. Learn how to use it for your marketing needs. Easy-to-understand step by step approach.</p> <ol style="list-style-type: none"> 1. Learn to use Live Streaming for Online Branding 2. Configuring Broadcast settings 3. Different types of Broadcast 4. Create a Scope 5. Promote & Interact with your Viewers
<h2>Module 17 : LEAD GENERATION BIZ</h2>	
<p>Generating Leads is like the cheese of online marketing. Every businessman wants leads to his business and if you looking for the same, this training series will teach you how to get lots of leads from all directions.</p> <ol style="list-style-type: none"> 1. Learn to use Live Streaming for Online Branding 2. Configuring Broadcast settings 3. Different types of Broadcast 4. Create a Scope 5. Promote & Interact with your Viewers 	
<h2>Module 18 : Top #5 Digital Marketing Tools - (Superb)</h2>	
<p>Learn the Tools you need to get your online business up & running</p> <p>#1 TOOL Learn SOCIAL MEDIA MANAGEMENT SYSTEM for brand management #2 TOOL LEARN an Image Manipulation Program #3 TOOL Create Professional looking Newsletters & MAIL Responders #4 TOOL Make beautiful Videos using your photos & videos using Special Effects #5 TOOL Learn a LEAD Generation Tool - to get more Conversions</p>	
<h2>Module 19 : WEB PROGRAMMING - HTML</h2>	
<ol style="list-style-type: none"> 1. Structure of an HTML document 2. Basic tags and Attributes 3. Body,Text, IMAGE attributes 4. Ordered/Unordered lists 5. Tables : Cells: Spanning,Padding. 6. Forms: Create List Box, Radio Buttons 7. Accept input and Submit - Post 	
<h2>Module 20 : Java Script & CSS</h2>	<h2>Module 21 : Adobe Dreamweaver</h2>
<p>Functions: Defining & Calling Using Variables local, global, Programming(If,While, Loops) Strings & ARRAYS, Event handling, Objects, Methods & Properties CSS : Cascading Style Sheets6. Forms: Create List Box, Radio Buttons</p>	<p>Hyperlinks: Internal & External Linking Email Linking & Anchor Linking Linking (Image Hyperlinks) Rollover Image, with Rollovers & links Using the Site Window, Import an existing site Using a form to collect data, Create a library item, Use Behaviours and Styles</p>



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7. Accept input and Submit - Post	Apply a template Web page, Use Behaviours & Timelines
Module 22: Adobe Photoshop	Module 23 : Web Animation
Adobe Photoshop Image Editing : Retouch, Manipulate and Enhance Designs/ Logos, Image Editing, Resolution, Correction, Saturation, Tool Box, Navigator, Info, Option, Swatches, Brushes, Layers: Adding, Merge, Duplicating, Rotate Filters: Built-in Effects Blur, Twirl, Stain, Emboss, Spotlight, Fire, Embossed...etc. Retouching, Colouring, Creating Backgrounds, Buttons, LIVE PROJECTS: Image Mixing, Re-touching, Layering, WEB Buttons, Backgrounds, Img touch ups	1. GIF ANIMATION Animation Wizard to create GIF, Adjusting Colour, Special Effects Attributes- Menu, Commands, Creating Ads. 2. 3D XARA Positioning, Rotating, Sizing, 3D Extrude, Bevel, Altering Lights Creating Animated GIF / AVI 3. MORPHING Makes Digital Movies, 2D Movies Transforms an Image to another image
Module 24 : Website Publishing	Module 25 : Web Utilities
UPLOADING The Website: File Upload Facility URL SUBMISSION TO DIFFERENT SEARCH ENGINES SITE Verification Domain Registration Managing CONTROL PANEL WEB HOSTING	1. LIVE CHAT & Dashboard 2. Form Posting to various emails 3. Template Selection Web Sites 4. Visitor Counter 5. Light Box Effects Photo Gallery 6. VIDEO Gallery 7. WOW-Sliders
Module 26 : Social Plugins	Module 27 : WORDPRESS LEVEL 1,2
1. Google Maps 2. Google Language Translation 3 YOU-Tube Video's 4. FACEBOOK Feeds 5. TWITTER Feeds 6. Linkedin Plugins	WORDPRESS COURSE OVERVIEW This course concentrates on how to build your website using WordPress without any programming or design experience. On completion of this course you will be able to: - Download and install Wordpress - Configure templates and install new templates - Websites vs. Blogs - Creating WordPress blog or website - Learn to use Plug-ins and Widgets - Managing and Editing features
Module 28 : ADVANCED WORDPRESS	Module 29 : How to Sell on ECOMMERCE
ADVANCED WORDPRESS with Ecommerce - Post vs. pages - WordPress Themes - WordPress Plug-ins - Widgets - Domain names & website hosting - - Setting up website hosting & email - Installing WordPress C-Panel - WordPress Dashboard - Logging in to the WordPress Admin area, - Creating pages / page title and body text - WordPress toolbar - Creating ECOMMERCE SHOPPING CART WITH PAYMENT GATEWAY - Inserting custom characters and symbols - Draft vs. publishing - Assigning Admin options	HOW DOES ECOMMERCE IN INDIA WORK ? How to register a Company on major Ecommerce portals How to upload your products on Ecommerce portals Financial aspects of selling through Ecommerce portals Become a third party advisor/facilitator for clients who want to sell on Flipkart/Amazon/Snapdeal etc.
Module 30 : Create MOBILE APP	Module 31 : CONTENT WRITING
Make your own mobile app for your business, compatible with iPhone, Android. Add on Videos, Inquiry forms, Call buttons Connect Social Media links & blogs to your app We will teach you through a process of choosing what kinds of functions & features you want in your app. Learn how to sharing, blog feeds, Twitter, YouTube videos, Events calendars, Live chat etc. Learn How to publish your App to Google Play & Apple stores	CONTENT WRITING - HOW , WHAT and WHERE– Building Confidence & Technique for Web Copy – The Four Principles Of Great Non-Fiction Writing – 10 Writing Exercises, – Creating writing sets for List – Processes & Principles of writing. – Story Telling Techniques – Perspectives & Giving information TOTAL 8 MODULES WWW.CONTENTWRITINGCOURSE.IN - Download brochure



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Module 32 : CONTENT MARKETING	Module 33 : FREELANCING TECHNIQUES
<ol style="list-style-type: none"> 1. What is Content Marketing? 2. Why Is Content Important Now? 3. What Kind of Content Are You? 4. Content That Entertains 5. Content That Informs and Educates 6. Providing Utility 7. Content Curation and Aggregation 8. Finding a Voice , A Face 9. Digital Content Channels 	<ol style="list-style-type: none"> 1. Where to get Freelancing Work from? 2. Finding Clients, Various Online Platforms 3. Forums Find Jobs, Using Websites 4. Different Strategies finding work 5. Important Considerations 6. Learn to be a FACILITATOR for E-Commerce Clients
Module 34 : SET of 10 Printed Books	Module 35 : SPEEDY - Subscription
<p>Get 10 Highly researched Printed Books & Manuals</p> <p>ADMD</p> <ul style="list-style-type: none"> - Web Designing - Wordpress - Content Writing – 5 BOOK SET. <p>Traffic Generation -Social Media Tactics- Affiliate Marketing, Video Marketing Secrets .</p>	<p>Access to over 50+ Modules of Speedy Courses http://www.speedycourses.net Which will enhance your Digital Marketing Skills even more - with these Value Added Services Brand Authority, List Authority Pay per Click, Blog Authority Facebook Remarketing, Social Media Marketing Authority Twitter, Advance Youtube Marketing, Video Marketing</p>
Module 36 : Webinar Marketing	<p style="text-align: center;"> <u>Click Here</u> <u>for Special Offers & Savings</u></p>
<p>Module 36-39 : -</p> <ul style="list-style-type: none"> • Webinar Marketing • Media Buying & Selling • Ecommerce Profit Building 	
<p>Limited Offer Fees :</p> <p><u>Rs. 57,750</u> + Service Tax [ORIGINAL FEES 1,22,310]</p> <p><u>6 CERTIFICATIONS INCLUDED</u></p> <p>GOOGLE CERTIFICATION & CDMP CERTIFICATION & ADMD CERTIFICATION</p>	

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ORIGINAL COST OF THE “MDIM” Rs. 1,22,310/-

Sr No	Course Content	Course Fees
1	ADMD – Digital Marketing Diploma	Rs. 30,015/-
2	WORDPRESS – Advance with Ecommerce	Rs. 15,550/-
3	ADV. WEB DESIGNING	Rs. 17,550/-
4	CONTENT WRITING DIPLOMA	Rs. 15,550/-
5	CONTENT MARKETING	Rs. 8,550/-
6	Access to 50+ Modules SPEEDY COURSES	Rs. 9,999/- 1 year subscription
7	MOBILE APP MARKETING	Rs. 5,550/-
8	START YOUR OWN BUSINESS & FREELANCING TECHNIQUES	Rs. 7,550/-
9	25+ E-books	Rs. 5,000/-
10	10 Set of Books + Kit	Rs. 5,000/-

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DURATION : 250 HOURS +

Special **Limited Offer** Rs.57,750 + Service Tax

Have more questions?

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