



Digital Marketing Masterclass

Syllabus

Brainiers Academy
www.brainers.com



Course Modules:

1. Introduction to Digital Marketing
2. Introduction to Internet & Websites
3. Website Planning & Creation
4. Search Engine Optimization
5. Content Marketing
6. Social Media Marketing
7. Email Marketing
8. Google Analytics
9. Google Ads
10. Lead Generation
11. Mobile Marketing
12. Online Reputation Management
13. Google AdSense and Blogging
14. Affiliate Marketing
15. How to Become A freelancer
16. Certification

B. Class Schedule

C. Course Fee

1. Digital Marketing Overview

(Module Duration: 3 Hours)

In this module you will learn what is digital marketing, and importance of digital marketing. And you will also learn

- a) What is digital marketing?
- b) How is it different from traditional marketing?
- c) ROI between Digital and traditional marketing?
- d) Discussion on Ecommerce
- e) Discussion on new trends and current scenario of the world?
- f) Digital marketing a boon or a Bane?
- g) How can digital marketing be a tool of success for companies?
- h) Video on importance of digital marketing
- i) Analysis of recent info graphics released by companies about digital marketing
- j) How did digital marketing help the small and top companies?
- k) Categorization of digital marketing for the business
- l) Diagnosis of the present website and business

2. Introduction to Internet & Websites

(Module Duration: 3 Hours)

In this module you will learn how the internet works through IP addresses, servers, websites and more.

a) How internet works?

- i. IP addresses
- ii. Web servers
- iii. Control Panel
- iv. Web Hosting Providers
- v. Diff b/w Shared Host, Cloud Host and Dedicated Host

b) Understanding a website

- i. What is website?
- ii. Levels of Websites
- iii. Diff b/w Blog, Portal and Website?
- iv. Diff b/w websites static and dynamic websites

3. Website Planning & Creation

(Module Duration - 15 Hours)

Learn all facets of website development with WordPress to help your website reach its full potential. Put your business online, earn more sales and discover more leads.

WordPress is rigorously tested for all major device types as well as browsers and operating systems before you launch your new website and sign-off the project. Testing is performed both as a user and as an administrator to ensure your site is modern and responsive.

4. Search Engine Optimization (SEO)

(Module Duration: 15 Hours)

Search Engine Optimization is fundamental to the success of an online business. Our SEO course module will help you understand how to rank your website a higher in search engine results. You will learn On Page and Off Page SEO, Keyword Research and Link Building. Our expert SEO trainers will help you to improve your website traffic flow and increase sales for your web-based operations.

- a) On page SEO
- b) Off Page SEO
- c) Local SEO
- d) Link Building
- e) Guest Posting

5. Content Marketing (Module Duration: 3 Hours)

Content Marketing is an effective way to encourage conversions and its main objective is to build a content strategy to meets the needs of your target audience. It helps you stand out from the competition, provides a great resource to your customers and is highly shareable. Content Marketing is meant to improve your brand profile and online reputation.

- a) Creating effective content for Google
- b) Content Syndication and distribution

6. Social Media Marketing (Module Duration: 21 Hours)

Social media marketing is quite possibly the most cost-efficient method of advertising. It doesn't cost you a dime to sign up and create a profile on most social networks. And any paid promotions you decide to invest in later are relatively low cost compared to other marketing strategies. Better ROI and lower costs for you, your business, or the company you work for is always a win.

- a) Facebook marketing
- b) LinkedIn Marketing
- c) Twitter Marketing
- d) Instagram marketing
- e) Pinterest Marketing
- f) YouTube Marketing
- g) Quora marketing

7. Email Marketing (Module Duration: 9 Hours)

Learn to use email marketing tools, strategy, implementation and result tracking in order to achieve the best possible brand engagement. This email marketing module of our advanced digital marketing course takes care of complete email marketing strategy from template design to tracking and reporting.

- a) Create Email marketing Strategies
- b) Email Marketing Campaigns
- c) Email template Designs
- d) Tracking and Reporting

8. Google Analytics (Module Duration: 6 Hours)

You should learn Google Analytics to understand and explore how to use Google Analytics to gather more meaningful data for your website. Through our course you'll learn the best google analytics techniques to analyze data, as well as how to gain actionable insights to improve the performance of your digital marketing efforts. From the initial set-up, through to reporting and conversion, to implementing advanced custom coding, this course will provide you with the expertise you need to truly master Google Analytics for your marketing needs.

9. Google Ads

(Module Duration: 12 Hours)

By learning google ads you will be able to start promoting your business instantly to a wide audience anywhere in the world. Google ads is paid marketing platform where you pay google to show your website on their very first search results page.

- a) Paid Search Advertising
- b) PPC Remarketing
- c) Social Advertising
- d) Display Advertising
- e) Video Advertising
- f) Ecommerce Marketing

10. Lead Generation

(Module Duration: 3 Hours)

By learning lead generation and conversion rate optimization you will be able to improve nearly every other aspect of digital marketing by increasing the value of your website to each visitor. The continuous change is due to permanent improvements within your Conversion Rate Optimization and it lasts long after testing is complete. This way, even if you decided to build a whole new website four years from today, you would still retain and be able to use the results from all tests that were run now. The information would still be a knowledge bank of optimal practices useful for your next venture.

11. Mobile Marketing

(Module Duration: 3 Hours)

After you learn mobile marketing course you will become an Expert and a leading mobile marketing professional. We can help you learn, understand and manage your entire mobile campaign from strategy outline, audience profiling, campaign design and development, right through to delivery and reporting.

12. Online Reputation Management

(Module Duration: 3 Hours)

Online reputation management is critical for businesses to maintain a positive brand identity in the eyes of consumers. As more digital marketers understand the value of Online Reputation Management in growing their business, they choose to devote more time and energy toward monitoring their brand online.

After learning the online reputation management, you will be able to understand the role of online reputation management in today's business and media landscape. Companies of every size can benefit from having a clear outline of its main concepts.

13. AdSense & Blogging (Module Duration: 3 Hours)

By learning Google AdSense, you will be able to turn your blog into a money-making machine for yourself. If you have good amount of visitor traffic coming to your website, you might be able to earn even a 5 figure sum from your Google AdSense account.

When it comes to making money from blogging, Google AdSense gives you the peace of mind with the recurring earnings. There are many ad networks available for bloggers such as Media.net, Propeller Ads and a few more but nothing is same as Google AdSense, because of the trust factor that is added with the “Google” brand name. After all, it adds the comfort that we will get paid in time.

14. Affiliate Marketing (Module Duration: 3 Hours)

Affiliate Marketing is the term used to describe a form of online advertising which consists of rewarding an affiliate for referring a visitor or rewarding a customer for performing a desired action, such as making a purchase or subscribing to a newsletter. In a way, Affiliate Marketing can be regarded as free publicity for your page—a network of related websites directing customers to purchase from yours.

15. How to Grab Freelancing Projects?

(Module Duration: 1 Hour)

You will learn to bid on the projects with websites like Freelancer and Upwork to find yourself online jobs and make money while you are working from the comfort of your home.

16. Certification

(Module Duration: 96 Hours)

After completing this course, we will help you to get certified from various top organizations in the world, so that you can boast of your achievements and show to world your expertise.

- a) Google
- b) Facebook
- c) HubSpot
- d) Brainiers Academy

B. Class Schedule:

Days	Morning	Afternoon	Evening	Duration
Weekdays (Monday – Friday)	9 AM – 12 PM	2 PM – 5 PM	7 PM – 10 PM	3 Months (198 Hours)
Weekend (Saturday & Sunday)	9 AM – 12 PM	2 PM – 5 PM	7 PM – 10 PM	6 Months (198 Hours)

C. Course Fee - ₹ 35,000.00 (Payable in 3 EMIs)

Companies who are hiring our students



and many more...

Join Today



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Thank You