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Digital Marketing Course Syllabus

Introduction to Digital Marketing

What is Digital Marketing
Difference between traditional marketing and digital marketing
Importance of digital marketing Trends and scenarios of the industry
How can digital marketing be the ultimate tool for success for businesses
How to use digital marketing to increase sales
How to conduct a competitive analysis
Case studies regarding strategies involved

Planning and Creating a Website

Brand awareness, credibility, and delivery among consumers
WordPress
Practical demonstration on how to create a website
Adding content, installing and activating plugins
How to incorporate design and other elements into the website

Search Engine Optimisation (SEO)

What is SEO
History & Growth of SEO
On-Page Optimization
Off-Page Optimization
Keywords
Google Adwords
Read About: SEO Courses

Search Engine Marketing (SEM)

Introduction to SEM
Campaign Creation
Google Adwords
Ad Creation, Approval & Extensions
Site Targeting
Keyword Targeting
CPC, CPA & CPM Based Accounts
Demographic Targeting/ Bidding

Social Media Marketing

Definition of Social Media Marketing & Social Media
Blogging
Social Networking
Video Creation & Sharing
Use of Different Social Media Platforms
Content Creation



Content Strategy

Blogging
Article Marketing
CTC via Content
Promotions
Guest Blogging
Content Marketing Tools

Web Analytics

Introduction to Web Analytics
Introduction to Audience Reports, Traffic & Content Report
Campaign Tagging & Reporting
Linking
Using Google Adwords Data
Real-Time Data

Email Marketing

Importance of Email Marketing
Email Marketing Platforms
Creating & Tracking e-Mailers
Open Rates & CTR of e-Mailers
Create Forms
Create Opt-in Lists

E-Commerce Management

Management of E-Commerce Store
Ensuring Positive Customer Experience
E-Commerce Marketing
Inventory Management
Product Keyword Research
Supply Chain Management
Uploading Products to Website
Selling, Packaging & Shipping

FSM
ACHIEVING THE IMPOSSIBLE





ABOUT US

Who We Are:

We the FSM have remained a premier provider of business transformational solutions, assisting our valuable clients to completely revolutionize their customer management activities. Backed by extensive experience with similar architectures, we are skilled at anticipating potential risks and developing risk mitigation plans. Successful planning and implementation of an enterprise-level contact center and UC project deliveries has our track record. What sets us apart from the competition and makes us an ideal partner for your support requirements? – It is the pursuit of excellence in providing:

- Enhanced Technical Capabilities
- Experience and Proven Success
- Reduced Costs

Why Consulting Us?

As a leading institution for IT network training in the country, headquartered in Bangalore, we started our program in the year 2014. The center has been providing training across multiple CISCO systems including Security, Collaboration, Routing & Switching, Data Center, Wireless, Service Provider, UCCX, UCCE, CVP ETC, and Microsoft Skype for Business 2015. The labs, equipped with the latest technology hardware equipment, are open around the clock for the students.

We provide the most sought after programs in IT – the prestigious Cisco powered Unified Communication (Cisco Spark & Microsoft Skype for Business), and CCIE training and

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Certification. The training provides holistic knowledge and practical experience resulting in creating the best engineers in networking industry.

Our pool of certified trainers with a total of 25+ years of industry experience has been proved efficient and successful time and again by the numbers of students placed. We maintain uncompromised commitment of ensuring that every student is job-ready at the end of the course.

