YOU MISS 100% OF THE SHOTS YOU NEVER TAKE.

GET THE MARKETING EDUCATION YOU NEED TO SUCCEED

Delhi School Of Internet Marketing

INTERNET MARKETING TRAINING PROGRAM
for executives & business owners

GET THE DIGITAL MARKETING EDUCATION YOU NEED TO SUCCEED

Learn how to market a business online just like experts and agencies do it. Get trained from real practitioners in a structured & line environment.

| THEORY | PRACTICAL | ASSIGNMENT | CASE STUDY | EVALUTION |

INTERNET MARKETER

What You Gain?

EXPERTISE
In operating business online

INCREASE
Sales Revenue

REDUCE
60% Adv Cost

GENERATE
Potential Leads

MONITOR
Your Agency Efforts

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Delhi School Of Internet Marketing

INTERNET MARKETING TRAINING PROGRAM

"We Deliver Knowledge To Help You Win"

Theory + Practical + Assignment + Case Study + Evaluation + Certificate = Internet Marketer

Objective of the program

Delhi school of Internet marketing offers an advanced Internet marketing training program in which trainees learn how to market a business online just like experts and agencies do it. Whether it is a new setup or running business, the trainees after attending the full training program will be able to plan online marketing campaigns and execute them cost effectively. Moreover the course tends to provide and add-on in trainees career by inculcating the skills of Internet marketing.

Training curriculum - What trainees will learn?

- Internet Marketing Overview
- Website Planning & Development
- Search Engine Optimization
- Search Engine Advertising
- Social Media Marketing
- Lead Generation For Business
- Online Advertising
- Email Marketing
- Creating Internet Marketing Strategy
- Google Analytics
- Ecommerce Marketing
- Making Money Via Adsense & Blogging
- Affiliate Marketing
- Making Money As Freelancer

1 Internet Marketing Overview

- What is Internet marketing?
- Importance of internet marketing
- How Internet marketing works?

2 Website planning & development

- Types of websites
- Essentials of a website
- Planning a website
- Professional appearance
- Easy to update
- Search Engine Friendly
- Difference between dynamic & static website

3 Search Engine Optimization

- What is SEO
- Why we need SEO
- What are search engines
- How search engines work?
- Major functions of a search engine
- What is traffic?
- Different types of traffic
- What are keywords?
- Different types of keywords
- Tools to find keywords (paid & free)
- Google external tool
- Google trends & insights
- How to find relevant keywords?
- Keywords mix
- Steps in SEO
- On page optimization
    - Keywords optimization
    - Content optimization
    - Internal linking
    - Meta tags creation
    - Basic HTML knowledge
    - Creating sitemap
    - Uploading sitemap on website
    - Google webmasters tool
    - Understanding key terms
    - How to get a website index?
    - Quick indexing techniques
- Off page optimization
    - What is page rank?
    - How to increase page rank?
    - What are back links?
    - Types of back links
    - What is link building?
    - Types of link building
    - Techniques of link building
        - Directory Submission
        - Articles marketing
        - Blog marketing
        - Press releases
        - Social bookmarking
        - Forums marketing
        - Classifieds submission
        - Google maps submission
    - What not to do in link building?
    - Checking your backlinks
- Local SEO
- Mobile SEO
- Top 5 free tools for SEO
- Top 5 paid tools for SEO

- Planning SEO of a website
- Monitoring SEO process
- Preparing SEO reports

4 Search Engine Advertising

- Introduction to Ad Words – Google Ad words
- Getting Started with Ad Words – How to set up account etc.
- Targeting – Search, Contextual or placement
- Creation of Effective Campaigns and Ad groups
- Creation of Banners using Display Builders
- Writing Compelling Ad Copies—Do's and Don'ts
- Keyword Grouping using Broad Match, Exact Match, Phrase Match, Negative Match Techniques
- Insertion of Google Conversion code and its importance in Effective Campaigning
- Costs and Billing
- Tracking Ad Performance
- Optimizing Cost per Click
- Optimizing Ad Performance – Optimize Account & landing page
- The Ad Words Toolbox – Keyword Tool, Site Exclusion Tool, Ad Diagnostic Tool Etc.
- Google Analytics code study and Insertion
- Google Analytics Report Study and Comprehension
- Creating Multiple Report Types
- Google Insights Study
- Google Trends Study
- Managing Client Accounts
- Remarketing Tools

5 Social Media Marketing

- What is social media?
- Understanding the existing Social Media paradigms
- How social media marketing is different than other forms of Internet marketing?
- Marketing on social networking websites
- Facebook marketing
    - Facebook profiles
    - Facebook fan page creation
    - Examples of good and bad fan pages
    - How to increase fans on a fan page?
    - How to do marketing on a fan page?
    - How to engage fans on your fan page?
    - Facebook advertising
    - Understanding Facebook advertising
    - Creating Facebook ads
    - Best practices of Facebook ads
    - How to increase your ROI from Facebook ads?
    - CPC or CPM- How to pay for Facebook ads?
    - Black hat Facebook marketing
    - Best Facebook apps for marketing your fan page
    - Facebook marketing mix with other marketing platforms
    - Case studies on Facebook marketing
- Linkedin Marketing
    - What is linked in?
    - Understanding Linkedin
    - Company profile vs individual profiles
    - Marketing on linkedin groups
    - Understanding linkedin groups
    - How to do marketing on linkedin groups?
    - Linkedin advertising & it best practices
    - Increasing ROI form linkedin ads
    - Case studies on linkedin marketing
- Twitter marketing
    - Understanding Twitter
    - How to do marketing on twitter
    - Blackhat techniques of twitter marketing
    - Advertising on Twitter
    - Case studies on twitter marketing

- Video marketing
  - Creating videos
  - How to create videos
  - Uploading videos on video marketing websites
  - Using youtube for business
  - Developing youtube video marketing strategy
  - Advertising on youtube
  - How to increase number of views of your videos
  - Bringing visitors from youtube videos to your website
- Blogging
  - What is blogging?
  - Benefits of blogging
  - Types of blogging
  - Benefits of each types of blogging
  - Different platforms for blogging
  - Creating your own blog- LIVE
  - Best practices while creating a blog
  - How to make your blog interactive for visitors
  - How to do marketing of your blog
  - Top 5 things that should be present in your blog
  - What not to do while blogging?
  - Showcasing few best examples of top blogs

6 Lead generation for business

- What is lead generation?
- Different ways to generate leads?
- What are landing pages?
- How to create a landing page?
- Best practices while creating a landing page?
- A/B testing & why is it important?
- How to convert leads into sales?
- How to nurture leads?
- What is a lead funnel?
- Adopting correct marketing strategy for lead funnel
- Examples of lead nurturing and strategies to convert leads into sales
- How to convert dead leads- some examples

7 Online Advertising

- What is online advertising?
- Types of online advertising
- Display advertising
  - Banner ads
  - Rich media ads
  - Pop ups and pop under ads
- Contextual advertising
  - In-text ads
  - In-image ads
  - In-video ads
  - In-page ads
- What are the payment modules?
- Companies that provide online advertising solutions
- Tracking & measuring ROI of online advertising
- Assignment on allocating funds to various online advertising platforms

8 Email Marketing

- What is email marketing?
- Biggest challenge in email marketing
- Legitimate/ opt-in email marketing
- Increasing email subscription/ opt-in list
- Using software's to do email marketing
- Creating your own email list of millions of email id's
- Best practices of email marketing
- Writing a good email creative or html template

9 Google Analytics

- What is Google analytics?
- Why analytics is so important?
- Setting up your website with analytics
- Fundamentals of Google analytics
- Monitoring bounce rate
- Setting up goals and funnels
- Setting filters and segmentation
- Tracking conversions
- Other analytics platforms
- Monitoring website performance
- Monitoring traffic sources
- Monitoring visitors behavior
- Taking corrective actions if required

10 Creating Internet Marketing Strategy

11 Ecommerce Marketing

- What is ecommerce?
- Top ecommerce websites around the world
- Ecommerce scenario in India
- Why you need a solid ecommerce marketing strategy
- Formulating right ecommerce marketing strategy
- Using affiliate marketing to promote your ecommerce business
- A case study on ecommerce marketing

12 Making Money Via Adsense & Blogging

- Basic in adsense knowledge
  - What is adsense?
  - How to get approved for adsense?
  - Cool trick to get adsense approval by Google
  - Using your adsense account interface
  - Placing ads on your blog
- What you will learn only at DSIM
  - Creating blogs with our FREE software
  - Then we will share 1 secret method through which you
  - will make money with adsense.
- How much money you will make?
  - You got to give me 300 hours and we will make sure that
  - you make Rs1,50,000 every month.

  NOTE: Very few Internet marketers in the world know this method.

13 Making Money With Affiliate Marketing

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollars in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the years
- Affiliate marketing scenario in India
- How to be a supper affiliate and make tons of money
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- How your trainer makes money in affiliate marketing
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate by getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate networks in the world
- How to get approved as an affiliate by world's top affiliate
- company- commission junction www.cj.com
- Trainers shares his secrets of affiliate marketing
- Story telling- trainer shows his live example of how he is making money these days as an affiliate

- Few companies that your trainers do affiliate marketing with are-

www.jeetle.in	www.99labels.com	www.timesdeal.com
www.snapbid.in	www.bestylish.com	www.fabfurnish.com
www.myntra.com	www.grabdeal.com	www.dealsandyou.com
www.flipkart.com	www.snapdeal.com	www.fashionandyou.com

Your affiliate marketing trainer is one of India's top affiliate marketer having 4 years of experience in affiliate marketing.

14 Making Money As An Internet Marketing Freelancer

- How to get SEO & other internet marketing projects from www.freelancer.com- A COOL TRICK

Program Highlights -

No Teacher Only Experts
Industry Expert led training for all

Training & case studies
Gain practical knowledge of industry

Industry recognized certificate
Join & take your resume to next level

Life time query suport
Through regular forms & query sessions

Weekday/Weekend options
Flexible class timing that suits everyone

Make money online
Best practices for earning huge commission online

Other Benefits -

- Enroll now & get a tool worth Rs7000 absolutely free to create unlimited websites without any technical knowledge.

What Make Us Proud?

431+
Professional trained

53+
Successful batches

60%
Working professionals

8.5/10
Rated on a scale of 10

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Trainess From

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