

A person wearing a light-colored suit and dark shoes is holding a wooden baseball bat. The person is standing on a white surface. The background is white.

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**



**EVALUATION**

**INTERNET**



**MARKETER**

### What You Gain?



**EXPERTISE**

In operating business online



**INCREASE**

Sales Revenue



**REDUCE**

60% Adv Cost



**GENERATE**

Potential Leads



**MONITOR**

Your Agency Efforts

**HELPLINE : +91 84477 36668, 011 4602 4179**

 [info@dsim.in](mailto:info@dsim.in)  [www.dsim.in](http://www.dsim.in)



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Internet Marketing**



# Digital Marketing Overview

- What is digital marketing?
- Importance & benefits of digital marketing
- What does digital marketing consist of?
- How digital marketing works?

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

## Website Planning & Creation

## Search Engine Optimization (SEO)

- What is SEO
- Introduction to SERP
- 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
- Google keyword tool
- How to find relevant keywords?
- Understanding Keywords mix
- On page optimization
  - Keywords optimization
  - Content optimization & planning
  - Understanding your audience for content planning
  - Content research & editorial calendar setup
  - Adding social media plug-in on web pages
  - Internal linking
  - Meta tags creation
  - Basic HTML knowledge
  - Using Google webmasters tool & site verification
  - Sitemap creation and submission in website & webmasters
- 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
  - Do's and don'ts of link building
  - Link building strategies for your business: Easy Link acquisition techniques
  - Link opportunity prospecting & creating link baits
  - Importance of Content marketing,
  - Content Scaling and social media in link building
- Local SEO
  - Local SEO
  - Google places optimization
  - Classified submission
  - Using H card
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business



# PPC advertising with Google & optimization

- Introduction to Ad Words – Google Ad words
- Getting Started with Ad Words – How to set up account etc.
- Types of campaigns- Search, Display network and video.
- Understanding structure of Campaign, Ad group and Ad copies
- Creation of Effective Campaigns through proper targeting
- Keyword Grouping using Broad Match, Exact match, Phrase Match, Negative Match Techniques
- Writing Compelling Ad Copies—Do's and Don'ts
- Improving quality score of your search ads
- Display targeting- Contextual, Interest, & placement
- Creation of Banners using Display Builders
- Understanding audiences for remarketing
- Setting and running remarketing campaign
- Creating and managing video ad campaigns for branding and high valued conversions.
- Insertion of Google Conversion code and its importance in Effective Campaigning
- Costs and Billing
- Tracking Ad Performance
- Optimizing Cost per Click

- 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
- Monitoring website performance
- Monitoring traffic sources
- Monitoring visitors behavior
- Taking corrective actions if required

## Google Analytics



# Search Engine Optimization (SEO)

- 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
- What is viral marketing and its importance
- Facebook marketing
  - Facebook Glossary
  - Facebook fan page vs. profile vs. group
  - Examples of good and bad fan pages
  - How to create 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 using facebook power editor for custom audiences.
  - How to measure your ROI from Facebook ads?
  - CPC or CPM- How to pay for Facebook ads?
  - Creating custom tabs for facebook fan page.
  - Best Facebook apps for marketing your fan page
  - Facebook marketing mix with other marketing platforms
- 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
- Twitter marketing
  - Understanding Twitter
  - How to do marketing on twitter
  - Black hat techniques of twitter marketing
  - Advertising on Twitter
  - Case studies on twitter marketing
  - Tools for twitter marketing
- Video marketing
  - Importance of video marketing
  - Benifits of video marketing
  - Uploading videos on video marketing websites
  - Using youtube for business
  - Developing youtube video marketing strategy
  - Bringing visitors from youtube videos to your website
- Pinterest
  - What is pinterest and why does it matter
  - Setting up your pinterest
  - Strategies for increasing pinterest influence
  - Creating pinboards and tracking your success.
- 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
- Checking spam ratio of your email creative
- Best practices of email marketing
- Writing a good email creative or html template

## Email Marketing

Learn 3 different  
ways to do email  
marketing.



# 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

- What is ecommerce?
- Top ecommerce websites around the world
- Ecommerce scenario in India
- How to do SEO of an ecommerce website
- Why you need a solid ecommerce marketing strategy
- Formulating right ecommerce marketing strategy
- Using affiliate marketing to promote your ecommerce business

# Ecommerce marketing

# 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



## Mobile web 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](http://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

## Mobile web marketing

- Fundamentals of mobile marketing
- Key industry terminology
- Creating mobile website through wordpress
- Using tools to create mobile websites
- Using tools to create mobile app
- Advertising on mobile (App & Web)
  - Targeting ads on Apps
  - Targeting ads via location
  - Targeting ads on search engine
  - Targeting ads on telecos data
- Content marketing on mobile
- Mobile strategy – segmentation options, targeting and differentiation.
- Mobile marketing mix
- SMS marketing

## PPC advertising with Google & optimization

- 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
- Creating blogs with our FREE software
- Then we will share 1 secret method through which you will make money with adsense.
- You got to give me 300 hours and we will make sure that you make Rs1,50,000 every month.