

Search Engine Marketing(SEM)

Module 1

- Website Analysis
- Competition Analysis
- About Internet Marketing
- Scope & Career Opportunities
- Basics Of HTML & Website Development Platforms

Module 2. Search Engine Optimization Course

- How Search Engine Works
- On Page Optimization
- Off Page Optimization
- Google Analytics
- Google Webmaster
- Dynamic Website Management
- Full Course Details on SEO Brochure available at institute

Module 3. PPC Training

- Google Adwords Training
- Facebook Adverts – Advertising
- Linkedin advertising
- Microsoft Ad Center Training

Module 4. Social Media Marketing Course

1. Facebook – Online Marketing with Facebook

- Creating Strong Profiles on Facebook
- Creating Pages & Groups
- Product Brand Promotion Activities
- Database Management
- Advertising on Social Media
- Lead Generation

- Branding on Facebook
- Facebook Marketing Apps
- Facebook Marketing Plugins

2. **LinkedIn – Internet Marketing With LinkedIn**

- Creating Strong Profiles on LinkedIn
- Creating Company Profiles
- Product Brand Promotion Activities
- Database Management
- Advertising on Social Media
- Lead Generation
- Branding on LinkedIn
- LinkedIn Marketing Apps
- LinkedIn Marketing Plugins

3. **Google + Marketing**

- Best Practice
- Benefits of +1
- Search Engine Impacts
- Marketing +1
- Implementation

4. **Twitter**

- Creating Strong Profiles on **Twitter**
- Product Brand Promotion Activities
- Retweeting

5. **Social Media Monitoring Tools**

Module 5. Email Marketing

- Types Email Marketing

- Email Marketing Servers
- Email Marketing Application / Software's
- Email Management
- Email Data Extraction & Collection

Module 6. SMS Marketing –

- Online SMS sending Applications
- Phone list Database Management
- Phone Number collection and extraction
- Selective SMS Marketing
- Mass SMS Marketing

Module 7. Affiliate Marketing

- What is Affiliate Marketing
- Affiliate Management Agencies
- Merchant, Affiliate, Market & Customer
- Product & Service Marketing
- How to Sell your product or service through other websites
- Traffic from Affiliate Network
- Commission Based Lead Generation

Module 8. Reputation Management

- Brand Building
- Positive Negative Brand Building
- Promoting Brand Awareness
- Rebuilding brand image
- Brand Building Tools & Apps

Module 9. Online Support / Sales Management / Tracking

- Online Sales & Support Management
- International Customer Services
- Tracking Email Phone Clients

- Online Applications
- International Sales
- International Support
- International Client Management
- Online Applications for Online Sales Management

Module 10. Geo Targeting – International Targeting

- Website Planning Based on Geographic Targeting
- Keywords Selection Based on Geographic Targeting
- Internet Marketing Software Applications Based on Geo Targeting

Module 11. E commerce

One of the most important domains of Internet Marketing is E commerce. Very Important for Internet Marketers to learn about E commerce, Gateways & International Sales

- International E commerce
- International Ecommerce strategy
- E commerce Apps / CMS
- Up sell / Cross Sell
- Includes 10 more Topics in E commerce Marketing

Module 12. Digital Marketing Offline Media On AIR

More Details on this Topic Available on Request

Module 13. Ad Banner Advertising

More Details on this Topic Available on Request

Module 14. Content Marketing & Management

- Content Team Management
- Content Distribution
- Content for Various Networks

Module 15. Web Analytics

One of the key role players in Internet Marketing. All Online Marketing Activities Can Be Tracked. This Tracking Helps to Understand ROI from every area of Digital Marketing. Very Helpful in Understanding areas of Profit & Loss.

- Setting Up Goals & Tracking
- E commerce Tracking
- Traffic Analysis

Module 16. Video Marketing – Branding & Lead Generation with You Tube

- Video Creation
- Uploading Managing Videos
- Optimizing Videos for Search Engines
- Search Engine Optimization of Videos
- Promoting Videos
- Brand Promotion Through Videos
- Advertising on You Tube
- Online Video Integration into Internet Marketing or Digital Campaigns
- Software's for planning filming & Optimizing short Online Videos
- Search Engine Optimization of Videos

Module 17. Local Marketing

Geo Targeting Specific Regions

- Effective Learning of Various APPS & Tools By Google
- Yahoo Locals
- Local Marketing Website Planing Strategy