



BE EDUCATED, BE EMPOWERED!



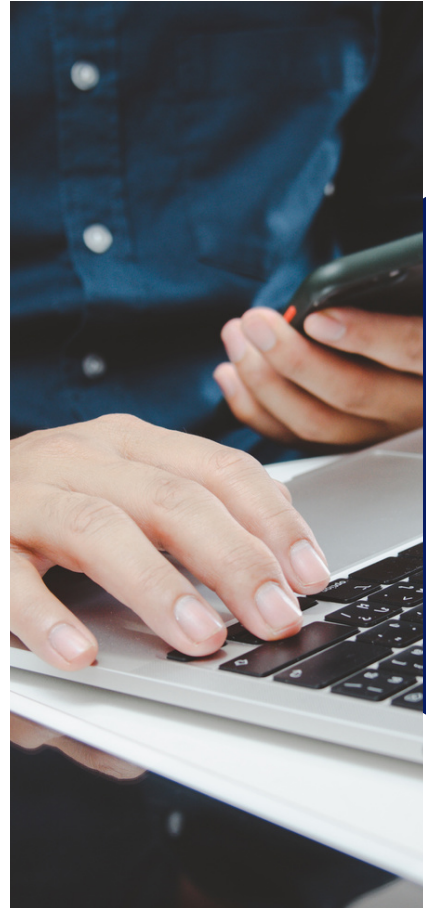
2023 **Digital** **Marketing** **Course**

Prepared By:

Ideabox Learning Academy



WHAT WE DO?



LEARN IDEABOX is one of the leading institute of digital marketing Training and certification, helping individuals and businesses achieve success in the fast-paced world of online marketing. Our programs are designed to equip you with the knowledge and skills needed to stay ahead of the competition and drive measurable results for your business. We offer a wide range of courses to suit your needs, from foundational programs that cover the basics of digital marketing to advanced courses that dive deep into specific areas like social media marketing, SEO, PPC advertising, and more. Our curriculum is constantly updated to reflect the latest trends and best practices in the industry, ensuring that you receive the most relevant and comprehensive training possible.



Who can learn **DIGITAL MARKETING?**



STUDENTS



PROFESSIONALS



JOB SEEKERS

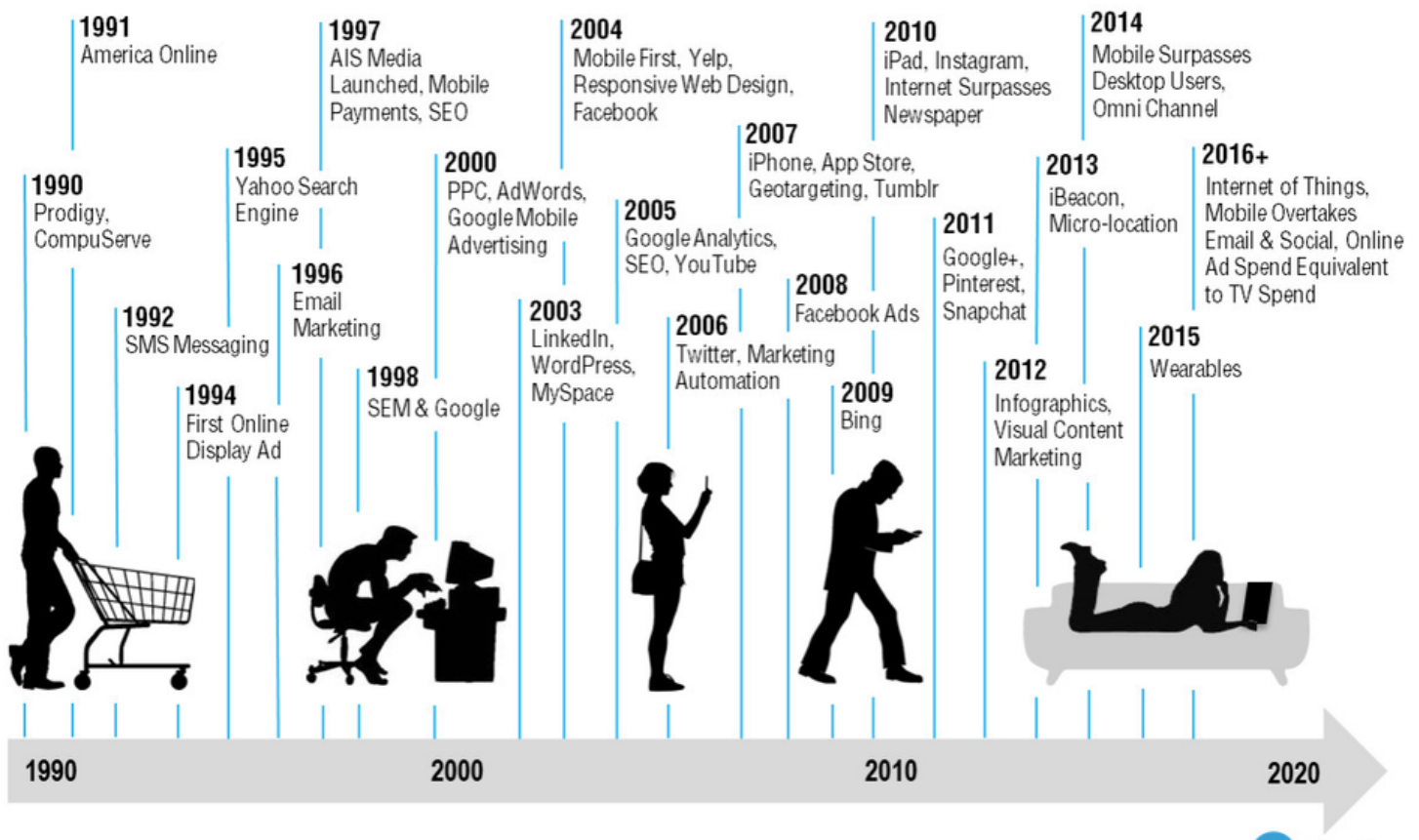


FREELANCERS



ENTREPRENEUR/
BUSINESS OWNER

EVOLUTION OF DIGITAL MARKETING



What we Provide:

- 30+ Module
- 3-Mo/ 6 Mo Duration
- Hands-On Practice
- Freelancing Strategies
- Placement Guarantee



MODULES

1. Introduction to Branding & Digital Marketing
2. Web Design
3. Lead Generation
4. Email Marketing
5. Content Marketing
6. PPC Advertising, Google AdWords
7. Facebook Marketing
8. Video Marketing
9. LinkedIn Marketing
10. Instagram Marketing
11. Pinterest Marketing
12. SEO (Search Engine Optimization)
13. SEM (Search Engine Marketing)
14. App store optimization's
15. Media Buying & Ad Exchange
16. Google Analytics
17. Basics of Graphic Design
18. Professional Blogging
19. Mobile Marketing
20. Online Reputation Management
21. Influencer Marketing
22. Marketing & Sales Automation
23. Resume Building & skill development
24. Ad sense
25. Competitor Analysis
26. Affiliate marketing
27. Money Making strategies through digital marketing.
28. Freelancing With Digital Marketing
29. Idea Generation & Content Creation
30. Sales training
31. Management fundamentals
32. Personal branding using digital marketing

MODULE-1

Introduction to Branding & Digital Marketing

The first module focuses on delivering advertising through digital channels. The main aim is to introduce different fields of digital marketing and explain their significance without overwhelming students with technical jargon. The course also offers an overview of how it equips students with the necessary skill sets to create a successful online marketing strategy.

What you'll learn:

- The definition of digital marketing
- The importance of businesses running online marketing campaigns
- Comprehending how digital marketing benefits businesses
- The goals behind creating a website
- The responsibilities of a digital marketer
- An Introduction to online advertising
- Various revenue models are available
- Creating a successful digital marketing strategy

MODULE-2

Web Design

The module aims to educate individuals on developing a user-friendly website. Participants will be introduced to various websites that can be created on the internet. The module will guide how to plan the website creation process to avoid problems such as low speed and poor navigation. The focus is on creating an intuitive and user-friendly website.

What you'll learn:

- Up-to-date website development trends
- Definition and importance of domain names and extensions
- Identifying the best hosting servers
- Understanding various server types
- Utilizing a content management system
- Popular user experience trends
- Defining website objectives
- Essential steps in website creation
- Conducting a comprehensive SEO audit

MODULE-3

Lead Generation

The module aims to educate individuals on identifying, attracting, and transforming online users into prospects for a business. The method utilizes online channels, tactics, and strategies such as advertising, email campaigns, social media, or even offering free content through a landing page. The common strategy is to direct traffic to a business's website and acquire the contact information of prospects through forms.

What you'll learn:

- Identifying your business objectives.
- Creating an ideal customer profile.
- Investigate lead generation strategies in your industry.
- Vet lead generation services.
- Designing a lead generation campaign

MODULE-4

Email Marketing

This module aims to instruct students about the advantages of email marketing and the diverse strategies that can be utilized to succeed in their email marketing campaigns.

What you'll learn:

- Definition of email marketing
- Development and management of an email list
- Introduction to email marketing tools
- Creation of an email marketing campaign
- Explanation of open rates and techniques for optimizing them
- Enhancement of Return on Investment (ROI) and utilization of A/B testing
- Examination of the most effective email marketing methods
- Techniques for creating compelling email messages
- Analysis and measurement of email marketing efforts

MODULE-5

Content Marketing

In this module, learners will be taught that content marketing and blogging involve discovering the appropriate language to engage readers and maintain their interest in the content.

What you'll learn:

- Content marketing definition
- Overview of various content types
- Identification of effective marketing strategies
- Creation of audience personas and content maps
- Development of a traffic channel plan
- Techniques for overcoming content marketing challenges
- Learning content promotion and increasing sales
- Methods for creating original and engaging content
- Understanding content dissemination techniques
- Familiarization with the concepts of blogging

MODULE-6

PPC Advertising, Google AdWords

In this module, learners will be taught that PPC or pay-per-click is a type of internet marketing that involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on.

What you'll learn:

- Search Ads
- Display Ads
- Video Ads
- Shopping Ads
- App Ads

MODULE-7

Facebook Marketing

In this module, you will learn about Facebook marketing a type of digital marketing that involves promoting a brand, product, or service on the Facebook platform.

What you'll learn:

- Facebook Pages
- Facebook Groups
- Facebook Messenger
- Facebook Live
- Post boosting
- Leverage Keywords
- Hashtags
- Facebook Ad manager

MODULE-8

Video Marketing

In this module, you will receive training on how video advertising operates and how to target a specific audience niche to achieve a high click-through rate. Additionally, you will learn how to create engaging and visually appealing videos that will resonate with your audience.

What you'll learn:

- Overview of video advertising
- Defining objectives for video advertising campaigns ●
Using YouTube Ads for video advertising
- Setting up video ad campaigns on YouTube
- Familiarizing with different ad formats for video advertising
- Implementing auction management techniques
- Optimizing video ad campaigns for better performance
- Understanding YouTube analytics for video advertising
- Reviewing successful video advertising case studies

MODULE-9

LinkedIn Marketing

In this module, you will receive training on how LinkedIn Ads is a paid marketing tool that offers access to LinkedIn social networks through various sponsored posts and other methods. LinkedIn Ads is a powerful marketing tool for B2B companies to build leads, online recognition, share content, and more.

What you'll learn:

- Effective Ways to advertise on LinkedIn Ads
- Generate MORE LEADS for your business with LinkedIn Advertising
- Create Pipeline-Driven Campaigns with LinkedIn Ads
- Learn How to Measure Campaign Performance and ROI on LinkedIn
- Campaign Optimisation Techniques
- LinkedIn Sponsored Updates, Sponsored InMails, Text Ads, Video Ads, Lead-Gen Forms and much more

MODULE-10

Instagram Marketing

In this module, you will receive training on how Instagram marketing is the practice of using Instagram to grow your brand awareness, audience, leads, and sales. As the favorite social media platform of people ages 16–34, Instagram is a highly effective marketing platform for brands, entrepreneurs, and creators.

What you'll learn:

- Set your goals for Instagram
- Determine your Instagram target audience.
- Conduct a competitive analysis.
- Configure an editorial calendar
- Build a consistent brand on Instagram
- Grow your Instagram follower base.



MODULE-11

Pinterest Marketing

In this module, you will receive training on how Pinterest marketing is a set of tactics that incorporate Pinterest into your business's bigger social media marketing strategy to reach new audiences and grow awareness for your brands and products.

What you'll learn:

- Distribute your content.
- Build a community.
- Educate customers.
- Drive website traffic and boost online sales.
- Sign up for a business account.
- Choose the right categories for your content.
- Use unique images and videos.
- Leverage keywords

MODULE-12

SEO (Search Engine Optimization)

In this module, participants will be exposed to various forms of SEO, including on-page and off-page SEO. The module will also cover creating a link tree to improve website ranking. It is important to note that all methodologies discussed are strictly ethical (white hat) and align with current Google algorithm changes. Mentors will provide tips based on the latest updates.

What you'll learn:

- An Overview of SERP and SEO
- Gaining insight into search engine operations
- Traffic and it's meaning
- Different types of keywords
- Techniques for identifying the best keyword
- Strategies for keyword optimization
- Content planning and optimization
- Internal linking and its importance
- Techniques for creating effective meta tags

MODULE-13

SEM (Search Engine Marketing)

The module will present the significance of SEM and effective strategies for achieving outstanding results and ROI. SEM refers to using paid advertising campaigns to generate internet views and sales, with the ads being limited to search engines. Various advertising types and implementation approaches will be covered in this module, providing comprehensive knowledge of search engine marketing.

What you'll learn:

- Introduction to Google AdWords
- Techniques for creating effective ad campaigns
- Overview of Microsoft AdCenter
- Finding the appropriate budget for ad campaigns
- Understanding your target audience for better results
- Using dynamic ads to improve ad performance
- Explanation of display advertising and its benefits

MODULE-14

App store optimization's

App Store Optimization (ASO) refers to the process of improving the visibility and discoverability of a mobile application in an app store (such as Apple App Store or Google Play Store). The goal of ASO is to increase the number of organic downloads and installs of an app.

What you'll learn:

- How to Research your audience:
- How to Keep an eye on industry trends
- Relevant and targeted keywords in your app title and description.
- How to showcase your app's functionality and user interface.
- App Installation through paid campaign .

MODULE-15

Media Buying & Ad Exchange

The module will present that ad exchange is a virtual marketplace where publishers and advertisers connect to buy and sell digital ad space without the need for an intermediary. Media buying is an important step in the advertising process. It involves securing ideal locations, placements, and times to run ads to maximize their effectiveness with specific audiences.

What you'll learn:

- Strategize
- Identify your target and where to find them.
- Set up your campaign.
- Track the results and optimize.
- Complete A to Z knowledge about Facebook Ads and Facebook Marketing by experts
- In-Depth Understanding about Programmatic Media Buying
- Complete Understanding of the Fundamentals of AdWords and How they work from Beginner to Expert level

MODULE-16

Google Analytics

The module will provide instructions on measuring website activity and behavior, such as the number of visitors, time spent on the website, popular web pages, and other relevant metrics.

What you'll learn:

- Introduction to Google Analytics
- Explanation of how Google Analytics works
- Overview of real-time data tracking
- Analyzing and gaining insights from website data
- Understanding different types of goals in Google Analytics
- Techniques for creating custom dimensions in Google Analytics
- Methodologies for utilizing enhanced eCommerce in Google Analytics

MODULE-17

Basics of Graphic Design

The basics of graphic designing involve the use of visual elements such as colors, typography, shapes, and images to communicate a message or idea visually.

What you'll learn:

- Color Theory
- Typography
- Layout and Composition
- Images and Graphics
- Overview of Photoshop
- Overview of Illustrator

Software:

- Photoshop
- Illustrator
- canva

MODULE-18

Professional Blogging

Professional blogging is a digital marketing strategy where a blogger creates high-quality, informative, and engaging content that targets a specific audience to promote a brand, product, or service. The goal of professional blogging is to establish a relationship with the audience by providing value through helpful and relevant content.

What you'll learn:

- Build a successful blog from scratch, or take your existing blog to the next level
- Develop the mindset of a successful blogger
- Discover a blogging niche that is both profitable and interesting
- Develop a system to plan new content, and never run out of ideas again
- Understand the importance of effective writing and how to become a better writer
- Become familiar with some of the most effective types of blog content

MODULE-19

Mobile Marketing

In this module, upon completing the digital marketing certificate program offered by Ideabox Learning Academy, learners will acquire the skills and knowledge necessary to utilize mobile marketing to its maximum potential effectively.

What you'll learn:

- Familiarization with diverse types of mobile devices
- Explanation of mobile marketing and social media
- Definition of mobile analytics
- Importance of having a mobile-responsive website
- Overview of various methods of mobile advertising and search
- Techniques for executing mobile content marketing
- Mobile Pay-Per-Click advertising
- Mobile video marketing
- Comprehension of how mobile E-commerce functions

MODULE-20

Influencer Marketing

This module will equip you with the essential skills to successfully manage and execute an influencer marketing campaign. Additionally, you will be taught the necessary steps to become a prosperous influencer marketer yourself.

What you'll learn:

- Understanding the significance of influencer marketing
- The role of Influencers in driving sales growth
- Establishing objectives for the influencer program
- Identifying influencer archetypes and communication styles
- Managing influencer relations
- Creating a measurement framework to evaluate the effectiveness of influencer marketing efforts



MODULE-21

Marketing & Sales Automation

In this marketing training module, you will learn about digital marketing tools that utilize automation to streamline various tasks.

What you'll learn:

- Learning about demand generation and its working
- Understanding lead management and marketing automation
- Analyzing the impact of automation on the sales funnel
- Developing a demand generation strategy
- Understanding the lead management process
- Increasing sales and revenue for the organization
- Exploring ways to capture more leads
- Improving conversion rates
- Managing the sales process using automation and more

MODULE-22

Resume Building & skill development

Resume building and skill development are two important aspects of career development. learn how to present your skills, qualifications, and abilities in an effective way to finish your new resume and start sending it out!

What you'll learn:

- Get insider knowledge from an HR Professional so you understand what hiring professionals at major companies want to see
- Learn easy fixes to sticky situations such as employment gaps, lack of experience, changing careers, and more
- Write impressive achievements using a simple formula to help you stand out from the crowd
- Understand how Applicant Tracking Systems (ATS) can cause your resume to never be seen by HR – and how to FIX this for good
- Learn from the examples of real-life resume clients and learn why their resumes weren't working from a Professional Resume Writer

MODULE-23

AdSense

In this module, you will know about Google AdSense a digital advertising platform that allows website owners to earn revenue by displaying targeted ads on their websites. Google AdSense provides tools for tracking and analyzing ad performance, allowing website owners to optimize their ad placement and targeting for better results.

What you'll learn:

- Ad Units
- AdSense for Search
- AdSense for Content
- AdSense for Video
- AdSense for Games

MODULE-24

Competitor Analysis

In this module, you will know about Competitor analysis a digital marketing strategy that involves analyzing and monitoring the marketing activities of competitors to gain insights and improve your own marketing efforts.

What you'll learn:

- Market Research
- Market Sizing
- Competitive Research
- Market Analysis
- Marketing
- Research Methods
- Testing
- Conversion Rate Optimization
- Surveying
- Data Analysis / Analytics
- Quantitative & Qualitative Research
- Case Study Interviews
- Evidence-Based Marketing

MODULE-25

Affiliate Marketing

In this module, you will know about Affiliate marketing is a type of digital marketing in which a business rewards affiliates for promoting their products or services. Affiliates are typically individuals or other businesses who promote the products or services on their website, blog, social media platforms, or other online channels.

What you'll learn:

- How To Make Money From Affiliate Marketing
- How To Find Profitable Niches To Target Using My Proven 4-Step Strategy
- How To Validate Affiliate Marketing Niches
- How To Build A Niche Affiliate Website
- How To Create Product Review Content That Generates Affiliate Commissions
- How To Rank Your Affiliate Website Onto The First Page Of Google And Generate Free Traffic
- How To Generate Affiliate Sales Through Email Marketing
- How To Generate Affiliate Sales Without A Website Or Email List Too



MODULE-26

Money Making strategies through digital marketing.

There are many ways to earn money from digital marketing. Here are a few strategies we will learn :

What you'll learn:

- Affiliate marketing
- Selling digital products
- Advertising
- Sponsored content
- Consulting- as a coach
- Influencer marketing
- DM course selling and many more

MODULE-27

Freelancing With Digital Marketing

As a freelancer, you have the freedom to choose the projects you work on, set your own schedule and rates, and work from anywhere. there is lot of platform where you can sell your digital marketing services as freelancer.

What you'll learn:

- How to make gig.
- Optimization of gig.
- connect other freelancer through social media. and other channels.
- What will be pro's and con's of freelancing
- Fiverr, Upwork, Freelancer, Envato Studio
- How to interact with client online.

MODULE-29

Idea Generation & Content Creation

Content marketing is all about creating valuable, relevant, and engaging content that attracts and retains a clearly defined audience. The key to successful content marketing is coming up with ideas for content that your audience will find interesting, informative, and useful. Here are some tips to help you generate ideas for your content marketing.

What you'll learn:

- How to Research your audience:
- How to Keep an eye on industry trends
- Leverage keyword research
- Repurpose existing content
- Collaborate with others
- Look for gaps in existing content.
- Designs | performance | trending things.
- Competitor research.

MODULE-30

Sales training

Sales training is the process of providing education, coaching, and development opportunities to sales professionals with the goal of improving their sales skills, knowledge, and effectiveness. Here are some key components of effective sales training:

What you'll learn:

- You will get idea about Product.
- What is Sales Techniques.
- Communication Skills
- Sales Process
- About Technology and Tools
- Time Management etc.

MODULE-31

Management fundamentals

Management fundamentals refer to the basic principles and practices that guide effective management of people, resources, and processes in an organization. Here are some key management fundamentals:\

What you'll learn:

- Planning
- Organizing
- Leading
- Decision-making
- Problem-solving

MODULE-32

Personal branding using DM

Personal branding refers to the process of building and promoting a unique and consistent image of oneself that reflects one's skills, experience, and values. Digital marketing can be an effective tool for personal branding because it enables individuals to reach a large audience, showcase their skills and expertise, and engage with their target audience.

What you'll learn:

- Develop a Professional Website:
- Create Engaging Content
- Build a Social Media Presence
- Optimize Your Online Profiles
- Network and Collaborate
- Monitor and Manage Your Online Reputation
- Be Authentic and Consistent

Learn IdeaBox

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Thank You.

Hope this details helps you.

Our Website

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MODULE-28

Google Tools marketing

Google offers a range of powerful tools for digital marketing that can help businesses of all sizes to reach and engage with their target audience. Some of the most popular Google tools for digital marketing include:

1. Google Ads
2. Google Analytics
3. Google Search Console
4. Google My Business
5. Google Tag Manager

What you'll learn:

- How it works.
- how can use with website.
- how can generate profit through it etc.