Let's help you build a bright future.

ADVANCE DIGITAL MARKETING TRAINING

This document includes all details pertaining to the scope of the training program, pricing, and terms.

This offers specialized training programs for Digital Marketing executives. This is written to be useful for more generalized training, as well as for more specialized, industry-specific marketing industry.

About us

OnlineInfatuation is a New Delhi based company that specializes in targeted and customized Digital Marketing and training programs for professionals of any level of experience. Our approach to training is based on our trainers' cumulative years of experience.

Proposed Digital Marketing executive Training

Digital Marketing is rightly judged to be the lifeblood of many businesses, and is seen by many as being fundamental to any company's success.

This course will teach you to increase revenue of a company, it will show you how to improve the performance, and to use them to achieve competitive advantage. You will learn skills that can be practically implemented back in the workplace, and will discover not only how to win over clients, but also how to get exisiting clients connected with the company .

These programme will enhance your knowledge of the Digital Marketing industry, which in turn will enable you to embrace new career opportunities. A qualification in this subject will show potential employers that you can add value to their organization, and demonstrate to them your commitment to this specialized business-critical field. On passing the course you will gain a respected accreditation that will open doors for you, and set you well on your way to becoming a professional Digital Marketing executive.

Course overview

Programme of study will cover a wide range of topics, and are focused on bringing students up to date with the latest thinking and research on key Digital Marketing sectors. As an introduction to Digital Marketing it will provide you with a detailed understanding of all aspects of the field. This will be done through coursework assignments, case studies, practical examples and workshop sessions.

At every stage of their studies students will receive the full support of expert trainers, as well as regular feedback from them. Apart from teaching you they will also be available to give you helpful career advice.

Through a high standard of training you will be fully prepared to respond to and anticipate the strategic and operational challenges a marketing executive faces. Students will be equipped with the skills and techniques needed to ensure staff perform to the peak of their abilities. Ultimately you will be able to deliver a level of performance that enhances your organization.

Course suitable for:

- Anyone wanting to move into a Digital Marketing role or apply for related fields.

- Anyone currently working in a Digital Marketing field and willing to enhance their knowledge.

- Inexperienced as well as experienced professionals.

- People interested in becoming Digital Marketing specialists.

There are 2 main important skills – executive/technical skills and managerial skills. With a combination of these 2, you will be prepared to face the corporate world's challenges and opportunities

Executive Skills

1. Introduction to Digital Marketing

What is digital marketing?

Importance of digital marketing

Difference between traditional and digital marketing

Discuss the recent trends and current scenario of the industry

How digital marketing has been a tool of success for companies?

How to use digital marketing to increase sales

How to conduct a competitive analysis?

Case studies on digital marketing strategies

2. Website Planning and Creation

- Businesses create a website to generate leads, increase their credibility among consumers, and deliver their marketing messages. Today, no matter

how small-scale a business is, they still have a website. Because of its growing importance, the right course will teach you to create a website from scratch on WordPress.

- In this module, the topics covered are the various elements of a website and every function WordPress can perform along with all the information you need to know to build a website.

- Here's a list of topics that should be covered in your curriculum –

- Understanding the functionality of WordPress

- How to develop a website

- How to incorporate different design elements into your website

- How to add content

- Install and Activate plugins

- The functionality of different plugins

3. Search Engine Optimisation (SEO)

Search Engine Optimisation or SEO is essentially making alterations to your website, so it organically ranks first on a search engine's results page (SERP). It is arguably the heaviest part of the course, however, certain institutes teaching methods and support make it easier for students.

In this module, you will learn about the various search engines and their algorithms.

Here's a list of topics that should be covered in your curriculum –

Introduction to Search Engine Optimization

How does Search Engine work

On-page SEO – concepts like content research, keyword research, meta tags

Off-page SEO – link building

Keyword Research

Factors affecting the rank of a webpage

4. Search Engine Marketing

Search Engine Marketing or SEM involves the advertising of a company's website by increasing its visibility on a search engine's result page (SERP) principally by paid efforts. Most of the courses will teach you how to carry out SEM activities via the Google Ads platform.

Here's a list of topics that should be covered in your curriculum –

Features of the Google Ads platform and its algorithm

Creating campaigns

Search volume

Google Adwords

Ad Creation

Site & Keyword Targeting

CPC, CPA & CPM-based Accounts

Demographic Targeting

Google Keyword Planner

Concepts of CPM, CLV and other such metrics

5. Social Media Marketing

Social Media Marketing (SMM) involves paid as well as organic marketing techniques on social media platforms like Facebook, Instagram, YouTube and more to drive traffic to a company's website. In this module, you will learn to create effective social media strategies on platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Google+, Snapchat, etc.

Here's a list of topics that should be covered in your curriculum –

Understanding how SMM works & how businesses leverage social platforms

Targeting Demographics through social media

Metrics like cost-per-click (CPC), cost-per-view (CPV), cost-per-impression (CPM), and more.

Social Media Analytics

Social Media Advertising

Related Course: Online Social Media Marketing Course.

6. Content Marketing & Strategy

Content Marketing is the comprehensive strategy to attract or retain a target audience by creating and sharing relevant and valuable content; eventually impelling a profitable action. This module comprises exhaustive training sessions that delve into content marketing and its importance.

Here, you will learn in-depth about the various types of content and how to capitalize on trending topics.

Here's a list of topics that should be covered in your curriculum –

Content bucketing

Creating a social media content calendar for a brand

Content marketing tools

Guest Blogging

Related Course: Online Content Marketing Course.

7. Web Analytics

Web Analytics is analyzing a website visitor's behaviour. In this module, you will learn how to track and analyze a website visitor's actions via Google

Analytics. Web analytics is the process of tracking the metrics of a website and interpreting the data to gain user insights.

Here's a list of topics that should be covered in your curriculum –

Google Analytics

Concepts of bounce rate, page view, session time

How to optimally use Google Analytics

Behaviour, and acquisition reports

By the end of the module, you will learn how to track a website visitor down the conversion funnel and what information to extract from it.

Related Course: Online Google Analytics Course

8. Digital Media Planning and Buying

Media Planning is determining when, where, and how often to advertise to maximize conversions and ROI. Media planning aims at maximizing the effectiveness of advertising by reaching the right audience at the right time and right context.

Here's a list of topics that should be covered in your curriculum –

Concept of Media buying and its types

Concepts of cost-per-install (CPI), cost-per-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), etc.

You will also delve into platform-based Ad space, and media planning and budgeting. You will be adept at building an effective media planning and buying strategy by the end of the course.

Related Course: Online Media Planning Course.

9. Web Remarketing

Web Remarketing is the process of using a JavaScript tag to serve targeted ads to consumers who have visited your website or taken action on it. The main aim of web remarketing is to reconnect with past visitors and deliver relevant advertisements or messages to encourage them to revisit the website.

Here's a list of topics that should be covered in your curriculum –

Basics of remarketing

How to create a remarketing list

How to create remarketing lists on Google Ads

How to use Google Ads tag and on Facebook using their Facebook Pixel code.

In addition to this, certain courses also delve into dynamic remarketing and case studies on it.

10. Email Marketing

In layman's terms, email marketing is the process of using electronic mail to communicate commercial messages to a current or potential consumer. In this module you will learn about the types of emails and how to create an appealing email; essentially to drive conversion or an action from a consumer.

Here's a list of topics that should be covered in your curriculum –

How to build the right subscriber list

Build a database by segmenting based on demographics, mode of acquisition, target group

Finessing email marketing tools and software

Designing email copies & automating emails

Extracting information from email campaign analytics

Related Course: Online Email Marketing Course

11. Design Essentials

To become a successful digital marketer, you need to understand the importance of the role played by design. It includes fundamental principles, elements, and techniques that form the foundation of effective design across various disciplines, such as graphic design, web design, or industrial design.

Here's a list of topics that should be covered in your curriculum –

Characteristics of an ad

How to create attractive creatives

Colour theory

Designing tools

Understanding aesthetics,

Understanding design essentials – typography, colours and themes

Related Course: Online Ad Design Course

12. Mobile Marketing

As the name suggests, mobile marketing is the act of promoting your business via mobile. Another aspect of mobile marketing training focuses on conducting mobile web analytics and mobile display advertising which very few courses cover.

Here's a list of topics that should be covered in your curriculum –

How to increase an app's engagement through in-app advertising

In-app messaging

Push notifications

Creating copies

App store optimization

Analyze app metrics

Increase app installations

Strategizing & planning to increase app installations and promotions

13. E-Commerce Management

E-Commerce Management is the act of managing an e-commerce store and its activities to ensure a positive customer buying experience. In this module, you will delve into e-commerce, its types, and how to create an e-commerce website from scratch.

Here's a list of topics that should be covered in your curriculum –

Essentials of e-commerce

Product keyword research

Inventory management

Supply chain management

Packaging & shipping

Selling on online platforms

Uploading products to an online marketplace

Business processes

Related Course: Online E-Commerce Course

14. Online Reputation Management

Online Reputation Management or ORM is the act of controlling or influencing the perception of a brand, company, or individual over the Internet. The right course will being with introducing you to ORM and help you explain its importance by providing you with negative conversations or poor ORM examples of brands.

Here's a list of topics that should be covered in your curriculum –

Understanding the concept of Online Reputation Management

How to tackle negative reviews

Crisis management

Related Course: Online ORM Course

15. Adsense, Blogging, and Affiliate Marketing

Through this module, you will learn how to monetize a blog or a website through Adsense and affiliate marketing. Bloggers can use Adsense to monetize their blogs by displaying relevant ads on their websites. They are paid based on the number of ad impressions or clicks generated by their audience.

Here's a list of topics that should be covered in your curriculum –

Understanding tools like Google Adsense and Youtube Adsense

How to generate revenue from websites and blogs

Write creative content which is SEO-friendly.

16. Video Marketing

In this module, you will learn script writing and execution of a video and how to market it using the right platforms. You will learn how to strategize video content that will result in positive brand awareness for a company. You will understand which elements are important in videos going viral and thus be able to apply those key elements for yourself.

17. Marketing Automation, Influencer & Podcast Marketing

Influencer Marketing, Podcast Marketing, Marketing Automation, etc are a few digital marketing subjects that have recently been picked up and are highly effective but are not offered by all courses currently. Thus make sure to choose a course that includes these topics as they're highly in demand toda

Managerial Skills

1. Introduction to Agency

Here, students learn agency skills and corporate communication skills. Before students step into an agency, a course must give them a basic understanding of the horizontal and vertical management flow of information and reporting.

2. The Art of Pitching

To excel in the digital marketing field, you should know how to communicate your ideas to your client. Hence, students must learn the art of pitching. The right course begins by teaching students how to analyze a client's requirements and then how to curate an appropriate plan. Besides this, students should know how to effectively present their service plan with the necessary documentation.

3. Client-Oriented Strategy

As a digital marketer, you will create strategies for multiple clients, however, to make a strategy you should know your client first. Thus, courses train students to conduct complete market research for a client; studying a

complete competitive analysis. Further, you will learn how to use their analysis to create a constructive service strategy.

4. Campaign Creation for Client

In this module, you will be trained to create a successful campaign for a client by mapping their requirements and then curating a specific plan to meet their objectives. You also learn how to execute your strategies through industry-level presentations and documentation.

5. Reporting and Evaluation

Here students are trained to conduct thorough research on market plans. Further, you will draw valuable inferences from your research and test multiple solutions for the problem at hand.

6. Soft Skills

Interview training, resume building, presentation skills, advanced Excel and PPT skills, etc are some of the vital soft skills required by a student. Just like digital skills, these are equally important so that when you apply to a company for a job, you are up-to-date with the expected scope of work. The right digital marketing course will equip you with soft skills as well.

Training Contract

This Training Contract (the "Contract") states the terms and conditions that govern the contractual agreement between OnlineInfatuation and the trainee.

WHEREAS, the Trainer holds significant expertise and offers training services in HR executive and HR Generalist.

NOW, THEREFORE, In consideration of the mutual covenants and promises made by the parties within this Contract, the Trainer and trainee(individually, each a "Party" and collectively, the "Parties") covenant and agree as follows:

1. TRAINING. The Trainer shall conduct training in accordance with the schedule

2. PAYMENT. The total cost to be paid to the Trainer by the Trainee for the services here under shall be INR 25,000.

4. PUBLICITY AND MARKETING. The Client authorizes the Trainer to utilize the Client's logo and associated trademarks as well as any media, photos, or footage from any training session solely for the purpose of marketing the Trainer's services.

5. NO MODIFICATION UNLESS IN WRITING. No modification of this Contract shall be valid unless in writing and agreed upon by both Parties.

6. APPLICABLE LAW. This Contract and the interpretation of its terms shall be governed by and construed in accordance with the laws of the State of New Delhi and subject to the exclusive jurisdiction of the federal and state courts located in India.