



Diploma In Digital Marketing

www.dmaindia.co

DMA
Digital Marketing Academy

About Us

Digital Marketing Academy India is B-school designed for marketing professionals. It's essentially a growth incubator, which aims to accelerate career paths of students and working professionals. Our programs are designed to combine real world insights with new-edge Digital Marketing techniques. These courses are delivered by industry leaders of the Marketing Industry, who leverage their invaluable experience to create a learning environment, like no other.

We Believe in "Learn from the Expert Who Do, Not Just Know"

- Industry Experts as Trainers.
- Industry Recommended Curriculum.
- 50+ Workshop delivered in 5 cities, just in 12Months.
- 2000+ Working professionals & College students trained from various Institutes.



Why Digital Marketing?

- **The Story So Far**

- 120 million Internet users today
- 10 million 3G connections within 6 months of launch
- 28% of travel gets booked online
- 47% of the classifieds business is online
- Close to 50% of music revenues in India comes from mobile downloads
- E-commerce companies are recording revenues in the region of a crore a day – rivaling retail brands that are around for more than 10 years.

Why Digital Marketing?

- Every Brand is online
- Every Government is online
- Every Media House is online
- Most of the educated people are online
- So, life, is online, buying in online and selling is online
- HUGE Employment potential
- Scope of getting employed after studies increases drastically
- Scope of growing and getting recognized increases drastically
- Scope of becoming a subject matter expert increases drastically
- If you are not Online, you are not cool–today's life
- If you are not Online, you don't exist –coming sooner than you think
- Mandatory Skill now

Program Curriculum

Web Development with wordpress

Principles of Digital Marketing

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Social Media Marketing

Email Marketing

Google Adsense and affiliate Marketing

Google Analytics



Web development with wordpress

- Introduction to WordPress
- WordPress Installation (Domain, Hosting, cPanel)
- Themes & Plugins
- Dashboard Overview, Pages and Other Components
- Blog Posts, Categories and Tags
- Footer, Sidebar, Comments, Users, Maps & Forms

Principles of Digital Marketing



- Basics of Marketing
- What is Digital Marketing?
- Comparison of Traditional and Digital Marketing.
- Statistics of Digital Marketing
- Benefits of Digital Marketing
- Latest Digital Marketing trends
- Digital Marketing platforms
- Digital Marketing strategy for websites
- Career opportunities in Digital Marketing

Search Engine Optimization (SEO)

- Introduction to SEO
- How Search engines work?
- Search Engine Algorithms and Updates
- Google Webmasters Tools
- Keyword Research Process
- Competition Analysis
- On page Optimization strategies
- Off Page Optimization
 - [Link Building Techniques as per 2015 standards]
- Local SEO Strategies
- Penguin & Panda update recovery process
- Reports and SERP Management

Search Engine Marketing (SEM)



- Introduction to Paid Search Marketing
- Google AdWords account and billing settings
- Types of Campaigns
- PPC Campaign Setup
- AdGroups and Keywords setup
- Bidding strategies
- AdRank, Quality Score Optimization
- AdWords Ad Formats
- Ad Extensions
- Shopping Campaigns
- Dynamic search campaigns
- Display Ads Campaigns
- Remarketing campaigns
- Mobile Apps marketing
- Video Marketing
- AdWords tools
- MCC Account
- AdWords Editor Tool
- Conversion tracking
- AdWords certification exam

Social Media Marketing



- Introduction to social media marketing
- Facebook marketing
- Facebook advertising
- YouTube marketing
- Twitter marketing
- Google+ marketing
- LinkedIn marketing
- Pinterest marketing
- Stumble Upon
- Document Sharing Site

Email Marketing



- What is Email Marketing
- Benefits of email marketing
- Basic terminology in email marketing
- Email Marketing Softwares
- Building email marketing strategy
- Building subscriber lists
- Designing Newsletters
- Types of Campaigns
- Reports and analysis

Google AdSense And Affiliate Marketing



- Planning a website for AdSense
- What is AdSense?
- Implementing Ads in a Website
- What is Affiliate Marketing
- Types of Affiliate Marketing
- Making Money using Affiliate Marketing
- Popular Affiliate Networks

Google Analytics



- Purpose of website analytics
- Tools for website analytics
- Installing Google Analytics in website
- Basic terminology and KPI's
- Reporting and Analysis
- Goals and Funnels
- Segmentation and Filters

Contact Us

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