

Deccansoft Software Services

(A Microsoft Learning Partner)

Digital Marketing Syllabus

Module 1: Introduction to Digital Marketing:

In this module you will learn what is digital marketing, and importance of digital marketing. And you will also learn what is web site and levels of web site, Difference between blog, portal & website.

- ❖ What is digital marketing?
- ❖ How is it different from traditional marketing?
- ❖ ROI between Digital and traditional marketing?
- ❖ Discussion on Ecommerce
- ❖ Discussion on new trends and current scenario of the world?
- ❖ Digital marketing a boon or a Bane?
- ❖ How can digital marketing be a tool of success for companies?
- ❖ Video on importance of digital marketing
- ❖ Analysis of recent info graphics released by companies about digital marketing?
- ❖ How did digital marketing help the small companies and top inc
- ❖ Categorization of digital marketing for the business
- ❖ Diagnosis of the present website and business.
- ❖ Swot analysis of business, present website and media or promotion plan.
- ❖ Setting up vision,mission,and goals of digital marketing

Understanding a website

- ❖ What is a website?
- ❖ Levels of websites?
- ❖ Diff b/w Blog, Portal and Website?
- ❖ Diff b/w websites either static or dynamic

Module 2: Search Engine Optimization (SEO):

In this module you will learn complete about SEO (Search engine Optimization, what is On page optimization, Off page optimization, and you also learn how to prepare a reports like- Keywords, titles, meta tags etc..

- ❖ On page optimization techniques

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- ❖ Off page Optimization techniques
- ❖ Reports

Module 3: Social Media Optimization (SMO):

In this module you will learn how to do SMO (Social Media Optimization) like Facebook, Twitter, LinkedIn, Tumblr, Pinterest and more social media services optimization.

- ❖ Introduction to social Media Marketing
- ❖ Advanced Facebook Marketing
- ❖ Word Press blog creation
- ❖ Twitter marketing
- ❖ LinkedIn Marketing
- ❖ Google plus marketing
- ❖ Social Media Analytical Tools

Module 4: Search Engine Marketing:

In this module you will learn what SME (Search Engine Marketing) is a paid tool like Google Adwords, now a days we have so many paid tools we discuss is briefly and display advertising techniques and all.

- ❖ Introduction to Search Engine Marketing
- ❖ Tools used for Search engine Marketing
- ❖ PPC /Google Adwords Tool
- ❖ Display advertising techniques
- ❖ Report generation

Module 5: Additional Module:

In this module you will learn about tools for more useful to SEO, these tool used for analysis on website traffic, keyword analysis and also you can learn Email marketing and all.

- ❖ Google Analytics
- ❖ Online Reputation Management
- ❖ E-Mail Marketing
- ❖ Affiliate Marketing
- ❖ Social Media Analytics
- ❖ Ad designing