



## **DIGITAL MARKETING**

### **PPC Advertising (GOOGLE ADWORDS)**

- Understanding in organic search results
- Introduction to google adwords & PPC advertising
- Overview of Microsoft adcenter (bing & Yahoo )
- Setting up google adwords account
- Understanding adwords account structure
- Campaigns , adgroups, ads , keywords etc.
- Types of advertising campaigns – Search, display video
- Differences between search & display Campaign
- How does adwords rank ads
- Understanding adwords algorithm (AdRank ) in detail with examples
- What is quality score
- Why quality score is important What is CTR?
- Why CTR is important Understanding bids
- Advanced level bid strategies
- Enhanced CPC
- What are flexible bidding strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our Campaign
- Creating adgroups
- Finding relevant adgroups options using tool
- Creating adgroups using tool
- Understanding keywords
- Finding relevant keywords
- Adding keywords in ad-group using keyword planner tool
- Understanding types of keywords Broad, Phrase, Exact, Synonym & Negative
- Examples of types of keywords
- Creating ads
- Understanding ad metrics Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads Creating ads
- Tracking Performance/Conversion
- What is conversion tracking Why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- Remarketing
- Google adword certification



## Google Analytics

- Introduction to Google analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversion how to setup goals?
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate how to reduce bounce rate
- How to setup goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords& analytics
- Measuring performance of marketing campaigns via Google analytics
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required
- Google Analytics Certification

## SMO (Social Media Optimization)

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## Social Media Marketing

- What is social media
- Understanding the existing social media paradigms & psychology
- How social media marketing is different than others

## Facebook Marketing

- Understanding Facebook marketing practical session
- Creating Facebook Page
- Increasing fans on fan page
- How to do marketing on fan page (with examples)
- Fan engagement
- Important apps to do fan page marketing
- Facebook Advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module-CPC vs CPM-CPA
- Setting up conversion tracking
- Using power editor tool for adv.

## LinkedIn Marketing

- What is LinkedIn
- Understanding LinkedIn
- Company profile vs Individual Profiles (Difference between Individual and Company Profiles)
- Understanding LinkedIn Groups (Manage LinkedIn groups)
- How to do marketing on LinkedIn groups
- LinkedIn Advertising & its best Practices
- Increase ROI from LinkedIn ads
- LinkedIn Publishing
- Company Pages

## Twitter Advertising

- Understanding twitter



- Tools to listen & measure influence on Twitter: Tweetdeck, Klout, peerindex
- How to do marketing on Twitter
- Black hat techniques of Twitter Marketing
- Advertising on Twitter
- Creating Campaigns
- Types of Ads
- Tools of twitter Marketing

## Video Marketing

- Understanding Video Campaigns
- Creating 1st Video campaign
- Importance of Video marketing
- Benefits of Video marketing
- Using you tube for Business
- Checking conversion stats
- Create video adgroup
- Targeting options
- Understanding bid strategies
- Developing you tube video for Marketing strategy
- Get traffic through you tube channel/video to your website

## Mobile Web Marketing

- Understanding Mobile Devices
- Mobile Marketing and Social Media
- Mobile Marketing Measurement and Analytics
- Fundamentals of Mobile marketing
- App Store optimization
- Creating mobile website through wordpress
- Advertising on mobile (App & Web)
- Targeting ads on Apps Targeting via location
- Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and difference
- SMS marketing