

# Advance Certificate in Digital Marketing

## How Branford Education Digital Marketing Program is different from others?

- ✓ 54 Hours of LIVE Interactive Virtual Training
- ✓ 50+ Digital Marketing Tools, Class Notes/Work sheets and Templates (for certain activities)
- ✓ Real-world Case Studies, Quizzes and Hands-on Assignments
- ✓ Course Completion Certificate
- ✓ Learning Content helps you achieve 10+ Industry Certifications (Google Exam Assistance, Ads, Analytics, Display, Mobile Ads, YouTube Ads, etc.)
- ✓ 01 to 02 months an internship program (Includes Offer letter & Experience Letter if selected)
- ✓ Recorded sessions
- ✓ 07 Google Certifications & Facebook certification preparation

## Who Should take this Digital Marketing Course?

Anyone who is looking to further his or her career in Digital Marketing should take this course. Any of these roles can benefit from this Digital Marketing Specialist training:

- Marketing Managers
- Digital Marketing Specialists
- Marketing or Sales Professionals
- Management, Engineering, Business, or Communication Graduates
- Entrepreneurs or Business Owners
- Marketing Consultants
- Digital Marketing Aspirants
- Professionals who are looking to upgrade their online marketing skills

## Course Takeaways:

Digital marketing constitutes a range of disciplines, and there is an enormous demand for digital marketers who has the right skills. This Digital Marketing Training provides access to live-instructor-led online classes conducted by one of the leading digital marketing experts in the UAE. You will also get access to the highest quality of e-learning contents, simulation exams, a community moderated by experts, and other resources to help you master the complete digital marketing skillset. This Digital Marketing Course will help you:

- Develop an in-depth understanding and advanced knowledge of top-of-mind digital marketing functions such as inbound marketing, paid marketing, social media marketing, and web analytics.
- Become competent in planning, managing, and executing integrated multi-channel campaigns.
- Lead digital marketing teams and digital marketing initiatives for your organization
- Understand how digital marketing disciplines all work together and how to optimize your use of each one to make you job-ready.

## Highlight of Digital Marketing Program Modules

**Website Development**

**Drop shipping**

**Affiliate Marketing**

**Search Engine Marketing – Google Ads**

**LinkedIn**

**FB & Instagram Ads**

**Email Marketing**

**Google Analytics**

**Lead Generation**

**SEO**

**Email Marketing**

➤ **Website Development**

- What is a website and types (blog, company, affiliate,
- Introduction to domain and hosting
- how to setup domain and hosting , ftp and its types
- Understanding theme, plugins(important plugins) ,admin and dashboard

➤ **SEO - Search Engine Optimization**

- Overview of SEO - Evolution of Search Engines / SEO Vs SEM /
- Types of Keywords - Different Types of Keywords
- Keyword Research - Keyword Research Basics / Checking SEO Traffic in Google Analytics / Adding a Website Inside Search Console/ Fetch as Google for Quick Indexing / Search Analytics and Keyword Analysis / Tools
- On Page SEO - What is on page SEO
- On-page Factors – Page speed, Title tag, meta-Description, Heading tag, URL keywords, keywords in content, LSI keywords / Image alt tag, Internal Links, Content length / Page Load Speed
- Off Page SEO - What is off page SEO
- What is Backlinks - Do Follow and No Follow Links
- Sources for Backlink Building / Article submission / Competitor link analysis
- Errors in On page and Off page
- Increase your DA | On & Off Page Checklist - More backlinks, regular updating of content, Older the domain.
- Technical SEO – Schema or Rich snippet / Robot.txt / XML Site Maps / Google Search console
- SEO Audit - External Audit Tools & SEO Report Making.
- Local SEO (GMB) – How to create GMB / Understanding Dashboard and all features / How to rank for Keywords
- Google Map listing - find and get citations / reviews and social signals
- How to rank a Blog faster
- 50+ SEO TOOLS

➤ **SMO – Social Media Optimisation**

- Keyword / competitor / Audience research
- Optimized Cover picture & Profile picture
- Complete all the profile details - Optimized User name /Bio / Description / About us
- Use Relevant Content , Images and videos / Regular posting
- Use Relevant Hashtags – Hashtag research
- Connect the website with the social media channels with proper coding
- Google Map linking
- Optimized posting schedule

➤ **Search Engine Marketing – Google Ads**

- Intro to SEM - PPC, CPC, Ad Copy, SRP, Impressions, CRT%, Google Display Network, Quality Score, Headline and Description characters. AD Words , Ad sense.
- Google Ads Account Setup & Types of Campaigns
- Bidding and Budget
- Ad / Ad Text / Ad Formats / Ad Text Best Practices / Ad Extensions / Keyword Research / Tool – Keyword Planner & Estimator / Keyword Match types / Keyword Strategies / Landing Page / Bidding and Budget /
- Search Campaigns
- Display Campaigns
- YouTube / Video Campaigns
- Remarketing Ads Mastery
- Conversion Tracking
- Shopping Campaigns
- Google Merchant Setup & Shopping Campaigns
- Metrics, Optimisation & Analytics
- Most Important KPI's
- Clicks , Impressions, Views, Action, CPC, CPM,CPV, View Rate, Interaction Rate, CPA, CTR, / Conversion Rate, Quality Score, Optimisation Score
- Campaign Optimisation
- Understanding Dashboard
- Creating Monthly / Quarterly Reports

➤ **FB & Instagram Ads**

- Introduction
- Introduction & Understanding Boost Post
- Setting up ads manager / Business manager
- Understanding Objectives Understanding Ad set
- Understanding Ad copy
- A/B Split Test
- FB Pixel Setup
- Conversion Tracking Setup & Conversion Campaign
- Why Ads Get Rejected & Account Quality , Ad copies that give you
- Automated Rules
- Types of Campaigns
- Facebook & Instagram Ads - Audience List Targeting
- Understanding Fb Ads Dashboard
- Understanding New events manager setup

➤ **Email Marketing**

- Introduction to E-Mail Marketing & Some Numbers
- Types Emails- Sales promotion, Brand Awareness, Lead Nurturing, Feedback Management
- Types of Audience - Existing, New Customer, Prospect Customer, Never Interacted
- Email List Building (Primary & Secondary)
- Primary - Tools, Ads ,Landing page, pop up's, Chat Bot, eBooks, Lead magnet
- Secondary - Buying email list
- Exploring Tools
- Email templates
- Understanding most important metrics / KPI's
- Open Rate, CTR, Bounce Rate, Conversion Rate, List Growth Rate, ROI, No of unsubscribes
- Automation Campaign & Drip Campaign (Tools and logic)
- B2C - Bulk, use image, Discounts, values
- B2B - Text, Attach pfd, Personalized , Avoid Bulk mailing tools

➤ **LinkedIn**

- Introduction to LinkedIn – User / / facts
- Profile Optimization – Profile pic / Cover pic / About us / <https://lingojam.com/stylishnamemaker>
- Vanity URL
- Connections – 1st 2nd 3rd Degree Connections / Recommendation
- Groups and Events
- How to download Connections, contact and History
- Exercise
- Creating Buyers Persona
- Establishing Goal – Position yourself as expert
- Building connections / Asking for referral / from engagement
- Greeting / Message / social proof / value / Thank them
- Posting contents
- Job Search / Lead search
- Create linkedIn page
- <https://www.linkedhelper.com>    <https://www.linkedomata.com/> <https://www.linkedin.com/company/trendinon/>
- LinkedIn Ads – Objective selection / Ad format / Placement / Budget and Schedule / audience / conversion tracking / Campaign manager

➤ **Lead Generation**

- Art of lead generation
- B2B and B2C leads
- Snov.io B2B Email Finder Tool
- GetProspect.io - Generate Leads from LinkedIn
- FindThatLead - Generate B2B Leads in Bulk
- Lusha - B2B Leads with Phone Numbers
- RocketReach - B2B Lead Generation
- Website – pop up / contact form / chat bot / freebie

➤ **Content Development**

- What is Content
- Purpose
- Audience Research and Competitor Research (What,how, & tools)
- Targeting
- Types of Content (Image,video,audio,articles)
- Clarity, Consistency & Creativity
- Copy writing
- Attention Interest Desire Action , Fear Of Missing Out , Feature to Benefits
- How to write Headings, Intro Paragraph , Body , conclusion (tools and techniques)
- Content Calendar
- Using content in different platforms (website, social media, email, landing page etc)

➤ **Google Analytics**

- Building a case for digital analytics
- Understanding Google Analytics
- Setting up Google Analytics
- Reports, Dashboards and Customizations
- Linking AdWords and Google Analytics
- Optimization of AdWords using Google Analytics
- Test and Learn framework- A/B Testing
- Attribution Modelling

➤ **Affiliate Marketing**

- An Introduction to the World of Affiliate Marketing

➤ **Drop shipping**

- What is Drop Shipping
- Why Drop Shipping
- How to build a Shopify Store that converts
- How to choose the right market and products
- How to easily add products to your store
- How to drive traffic to your store
- How to fulfil orders
- How to build a niche store