

AI Based Professional DIGITAL MARKETING Diploma

India's No.1 Trusted & Certified
Diploma by:
DigiAM India Pvt. Ltd.

www.digiam.in

MAKE YOUR LIFE DIGITAL

**Ministry Of Corporate Affairs &
An ISO Certified Organization**



Welcome:

Digital Technologies have changed the way we work, live, and communicate. We know this huge shift can pose challenges for your current role. We understand that advancing and progressing your future career is important to you.

That's why we have designed a professional certification that can make a difference in your life. Industry aligned, it can help you stand out from the crowd and highlight your capabilities. It can boost your credibility. It can transform you into a specialist in your field.

As a Certified Advance Digital Marketing Master, you will be able to dramatically increase ROI and career performance, and confidently drive and deliver digital marketing strategies and campaigns beyond the boardroom level.

Become a trailblazer in your industry by becoming a Certified Advance Digital Marketing Executive, Master and Professional.

Your digital future awaits...

Who we are?

DigiAM is India's No.1 Trusted Digital Marketing & IT Training Services Company. We work in three domains as Training, Development, and Placement. We provide Corporate Training, Industrial and Summer Internship Programs DigiAM is powered by DigiAM India Pvt. Ltd. established in early 2016, and delivers training to Job Seekers, Businessmen, Professionals, and Business owners.

Our Mission:

Our mission is to provide quality education with 100% practical training mode with affordable price and Make Your Life Digital.

We work with digital industry experts to design and develop standards that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

Gaining a certification from the company will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics and practices into your marketing techniques and measure and iterate the success of your digital marketing strategy.



Why Digital Marketing as a **career** Options?

There's no getting around the fact that almost all businesses sooner or later, must include digital in their marketing activities. And with the demand for digital marketers outweighing the supply, there are plenty of opportunities out there for those looking to get into the field.

If you are a job seekers, Professional, Entrepreneurs and Business Owner or a who is serious about learning Digital Marketing for personal or organizational growth then Digital Marketing Program is for you. This program will help you build mastery in various disciplines of Digital Marketing – Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Social Media Optimization, Email Marketing, Affiliate Marketing, E-commerce Marketing, Email Marketing & Web Analytics.



India's Trusted Certified Digital Marketing
Diploma Delivered by: **DigiAM**

2978+

**TRAINEES SUCCESS
STORIES**

"I was a house lady and really wish to perform something. I was watching head for a work where I can earn and engage myself still being at home. I was suggested by my friend and many thanks to her, who inspired me to join DigiAM. After a successful completion of my Digital Marketing Training here, I was appointed in a Indian Express company as a Digital Marketing Executive."- **Nidhi Mishra**



"After completion of my graduation, I was looking for a job where I can start my career and I should get paid well for my work. I gave a few interviews in company and got irritated with the job profile and salary offered. I choose to learn the Digital Marketing and fortunately I find DigiAM, where I completed my Digital Marketing Training and I got an instant job with mytype of job profile and salary package."- **Chitra Pandey**

"DigiAM has aid me a lot in inspiring and gaining a very excellent knowledge about the blogging and help me in learning the influence and importance of it. After my successful completion of the Digital Marketing Training, I have been able in creating my own blog and create the smart income through it."- **Pritam Singh**



"I really like the demo class of DigiAM where apart from describing the modules and course details of Digital Marketing, they also cared to know about me, my future plans and advised me the effective way to implement it. They have also designed a schedule in which they explained all the niches where I need further more attentive." - **Shiv Krishan Chandra**

"DigiAM is a brilliant institution that offer Digital Marketing Training at the most inexpensive price. Digital Marketing being the need of an hour is a course to go for and I would personally suggest DigiAM. Amit sir is one of the most expert and knowledgeable faculty I have met."- **Saurabh Bhardwaj**



"It is very good Company for everyone. I really enjoyed my Digital Marketing Training and the trainer was highly qualified and experienced. I have been appointment in Erricson at Noida. I really appreciate DigiAM for trained me as per the market demand. Thank you a lot DigiAM." - **Sarfaraz Alam**

Entrepreneur voice for **DigiAM**

“ I think it's a best place to gain Knowledge, Students coming there are such that when you attend classes with them, you get to add things to your knowledge, Also Faculty is quite flexible, They give you full support and altogether it's a great learning experience. ”

Deepak Sharma

(Managing Director of National Voice News Channel)



Digital Marketing Modules

Core Modules

01

Introduction of Digital Marketing

- Introduction of Digital Marketing
- What is Digital Marketing?
- Difference Between Digital Marketing vs Traditional Marketing
- Why We Choose Digital Marketing Over Traditional Marketing?
- Why is Digital Marketing in Trends?
- How ROI is high from Traditional Marketing?
- Type of Module in Digital Marketing
- How does Organic Marketing Affect Business?
- How does Paid marketing help businesses in their growth?
- Growth of Online Marketing
- How to Grow Business Through Digital Marketing?
- Career Growth in Digital Marketing
- Online Marketing Platform

02

Graphic / Creative Designing

- Graphic Designing Basics
- Tips for Graphic Design
- Types of Graphic Designing Tools
- What is Canva & Why Use It?
- Canva Dashboard & Tools Overview
- File Formats & Exporting Options
- Understanding Brand Identity
- Typography & Color Psychology
- White Space & Balance in Design
- Templates & Customization
- Uploading Images, Fonts & Elements
- Using Shapes, Icons & Illustrations
- Backgrounds, Grids & Frames
- Layers, Alignments & Transparency
- Creating Social Media Posts
- Using AI Tools For Creative Design
- Practical Task on Social Media Post

Content Writing

03

- What is Content Writing?
- Tips for Content Writing
- Types of Content Writing (Blogs, Copywriting, Technical, Creative, SEO, Social Media, etc.)
- Writing Process & Best Practices
- Grammar & Punctuation Essentials
- Sentence Structuring & Readability
- Vocabulary Building Techniques
- Common Writing Mistakes & How to Avoid Them
- Writing Blog Posts & Articles
- Storytelling Techniques in Writing
- Writing Headlines & Subheadings
- Psychology of Persuasive Writing
- AIDA & PAS Copywriting Models
- Research Techniques for Writers
- Fact-Checking & Plagiarism Checking
- Proofreading & Editing Skills
- Tools: Grammarly, Dulichecker, QuillBot, ChatGPT
- Writing & Publishing Blogs
- Final Content Writing Project (Portfolio-Based)
- Using AI Tools For Content Writing
- Practical Task on Content Writing

Content Marketing

04

- What is Content Marketing?
- What is Spin & Duplicate Content?
- Types of Content Marketing?
- Why Content is Necessary for Online Marketing?
- Why is Content called the King of Marketing?
- Tips for writing SEO-friendly content
- Content promoting 5 the system building process
- Content Marketing for most of the Business Sector
- Content Marketing Tools
- How to check Plagiarism of the Content?
- Using AI Tools for Content Marketing
- Practical Task on Content Marketing

05

Domain & Hosting Management

- Introduction of Domain & Hosting
- What is a Domain?
- What is Web Hosting?
- How Domains Work
- Subdomains & Add-on Domains
- Buying Domain & Hosting
- How Many Types of Domain & Hosting?
- Hosting Control Panels (cPanel, Plesk, DirectAdmin)
- Creating & Managing Email Accounts
- SSL Certificates & HTTPS Setup
- Overview of Website Builder Platform
- Custom DNS Records Setup
- Practical Integration of Domain & Hosting
- Installing WordPress via cPanel/Softaculous

06

Website Creation with WordPress

- Introduction of Website
- How does one develop a website?
- How many types of Websites?
- How to Post Updates on the Website?
- Difference between Static Page & Dynamic Page
- Share basic knowledge of coding
- What are HTML, JavaScript, & CSS?
- WordPress/Website Builders
- Blog Website Designing & Development
- Practical Task on Blog Updates

07

Google AdSense

- What is Google AdSense?
- How to earn money from Google AdSense?
- How can we connect with Google AdSense?
- How does Google AdSense distribute payouts?
- How much Google AdSense pay for 1 click?
- How many YouTube views is Rs.100?
- Who is eligible for AdSense?
- AdSense Policy for Website & YouTube
- Integration of website with AdSense

Earn Money with Blogging

08

- Introduction of Blogging
- Benefits & Scope of Blogging
- Blogging as a Career vs. Hobby
- Choosing a Profitable Niche
- Understanding Audience & Search Intent
- Writing Engaging & SEO-Friendly Content
- Content Calendar Planning
- Social Media Promotion
- Email Marketing for Bloggers
- Guest Posting & Collaborations
- Google AdSense Approval Process
- Affiliate Marketing for Bloggers
- Sponsored Posts & Brand Collaborations
- Offering Freelance Services via Blog
- Pitching Brands & Agencies
- Networking with Other Bloggers
- Building a Passive Income Strategy

Social Media Optimization

09

- What is Social Media?
- How many types of social media are used in India?
- How does optimization work on social media?
- How to optimize the FB page?
- How to optimize the Insta profile?
- How to optimize the LinkedIn page?
- How to optimize the Twitter Profile?
- How Likes and Followers are Increased on Social Media Platforms?
- What is Viral Marketing and how does it work?
- What are Reels & Marketplace?
- How to Drive Facebook and Instagram Ad Campaigns?
- Practical Task on Social Media Optimization
- Practical Task on Social Media Ads

Advanced Search Engine Optimization

- What is SEO?
- Methods & Types of SEO
- On Page & Off Page SEO
- What are Backlinks & Their Types
- What is Page Rank?
- What are DA and PA?
- What is a Search Engine?
- Workflow of Search Engine
- Indexing & Crawling Basics
- Optimizing Crawl & Indexing
- What is a Search Engine Result Page (SERP)?

1. ON Page SEO

- What is ON Page SEO?
- Crawling: XML, HTML Sitemaps, Robots.txt
- Creating SEO-Friendly Content
- Black Hat SEO Avoid
- Workflow of ON Page SEO
- ON-Page SEO techniques
- What is a site icon? And why it is necessary for SEO?
- How many types of tags are used in ON-Page SEO?
- Tag Implementation on the website
- Implementation of ON Page Optimization
- Practical Task on ON Page Optimization

2. OFF Page SEO

- What is Off-Page SEO?
- Workflow of Off-Page SEO
- Off-Page SEO techniques
- What is Link Building?
- Link Building Tactics
- Manual Link Building Process
- Practical Task on OFF-Page Optimization

3. Technical SEO

- SEO Friendly URL Structuring
- Page Speed Analysis (GTMetrix / YSlow / Google Page Speed Insights)
- 301 Redirects
- What are 404 & 501 Errors?
- What is Schema?
- How does Schema show up in SERPs?
- Practical Task on Coding Website

Google Algorithm & Updates

- What is a Search Engine Algorithm?
- Importance of Algorithms in SEO
- History of Google Algorithms
- Panda Update (2011) – Content Quality
- Penguin Update (2012) – Link Quality
- EMD (2012) - Exact Match Domain
- Hummingbird (2013) – Semantic Search
- Mobile-Friendly Update (2015)
- RankBrain (2015) – AI in Search
- BERT (2019) – Natural Language Processing
- Helpful Content Update (2022)
- How do Google Algorithms work for Google?
- How to recover websites penalised by Google Algorithms?
- Content Quality & E-A-T (Expertise, Authoritativeness, Trustworthiness)
- Link Spam Update (2021)
- Crawlability & Indexing Issues
- Canonicalization & Duplicate Content
- Manual Penalties vs. Algorithmic Penalties
- Steps to Recover from Panda/Penguin Penalties

Google Analytics Tool

- What is the Google Analytics Tool?
- How does the Google Analytics Tool help in Online Marketing?
- What are demographics?
- How to integrate the Google Analytics tool and website?
- Basics of Google Analytics
- SEO Metrics & Reporting to Measure – On-page, Off-page, Technical
- How do we check real-time reports through Google Analytics?
- What is the bounce rate & session?
- What is the conversion rate & session duration?
- Getting Started with Google Analytics
- How does Google Analytics work?
- Accounts, profiles and users' navigation
- Research work by the Analytics Tool
- How are Audience behaviours and conversion reports checked?

13

WhatsApp Marketing

- What is WhatsApp Marketing
- How WhatsApp Marketing help to businesses
- How many types of tools are used for WhatsApp Marketing
- How to create a contact number sheet for WhatsApp Marketing
- How to run and schedule an WhatsApp Marketing Campaign
- Practical Task on WhatsApp Marketing

14

Grab Freelancing Project

- What is Freelancing?
- Mode of Freelancing
- Freelancing Website Name
- Benefits of Freelancing
- How to join Freelancing?
- How to develop a Freelancing profile?
- How to generate income through Freelancing?
- Freelancing work process tips
- Practical Task on Freelancing

Advanced Modules

15

SEO Research Tools

- What are SEO Tools?
- How many types of tools are used in SEO?
- What is the Ahref Tool?
- How does the Semrush Tool work?
- What is site command?
- How to check website performance?
- What are SEO Audits?
- Different Types of SEO Audits
- Complete SEO Audit with Checklist – Screaming Frog SEO Spider
- Speed Audit with GTMetrix / Google Page Speed Insights, Mobile Site Audit
- How does competitor website analysis?
- Research work through SEO Tools

Keyword Research & Planning

16

- What Are Keywords & Why They Matter in SEO
- Type of Keywords
- Search Intent & User Behaviour
- Role of Keywords in Google Ranking
- How Search Engines Understand Keywords
- Keyword Trends & Seasonality
- Free Tools: Google Keyword Planner, Google Trends, AnswerThePublic
- Paid Tools: SEMrush, Ahrefs, Ubersuggest, Moz
- Identifying High-Traffic Keywords
- Long-Tail Keywords for Niche Targeting
- Keyword Difficulty (KD) & CPC Analysis
- Low Competition vs. High Competition Keywords
- Local Keyword Research for Businesses
- Building a Content Calendar Based on Keywords
- Keywords for Blogs, Websites & E-commerce
- Ideal Keyword Density
- Keywords in Titles, Headings & Meta Tags
- Keywords in URL, Alt Text & Internal Links
- Avoiding Keyword Stuffing & Over-Optimization
- Setting Up Keyword Tracking Tools
- Keyword Research for a Blog Website
- Keyword Planning for an E-commerce Store
- Keyword Strategy for Local SEO Business
- Competitor Keyword Gap Analysis
- Conducting Full Keyword Research for a Website
- Creating a Keyword Strategy & Content Plan
- Presenting Keyword Research Report

SMS Marketing

17

- What is SMS Marketing
- How SMS Marketing help to businesses
- How many types of tools are used for SMS Marketing
- How to create a contact number sheet for SMS Marketing
- How to run and schedule an SMS Marketing Campaign
- Practical Task on SMS Marketing

Pro Web Designing with WordPress

- What is a Plugin in a Website
- What are Slug and Permalink?
- Building Website Homepage
- Installing Free & Premium Themes
- Customizing Themes (Colors, Fonts, Layouts)
- Using Page Builders (Elementor, WPBakery, Divi)
- Header, Footer & Menu Customization
- Essential Plugins (SEO, Security, Backup, Cache)
- Contact Forms & Lead Capture
- Social Media Integration
- Gallery, Sliders & Carousels
- Speed Optimization Plugins (LiteSpeed, W3 Cache)
- Homepage & Landing Page Design
- About Us & Contact Us Pages
- Blog Page Setup & Customization
- Portfolio & Services Pages
- Footer Widgets & Sidebars
- Yoast SEO / Rank Math Setup
- Google Analytics Integration
- Google Search Console Setup
- Sitemap & Robots.txt Management
- WordPress Security Best Practices
- Securing Login (2FA, Captcha, reCAPTCHA)
- Backup & Restore Methods
- Malware Removal Plugins
- Practical Task on Website Development

Google Map Listing

- What is a Google Map Listing?
- Why is GMB necessary for local Businesses?
- How to update your Business location in Google Maps?
- How can we do local SEO?
- Google My Business, Bing Places
- Local Pages on your Website
- Local Listings/Citations
- How to update business information at GMB?
- Google Map Listing practical setup

Google Webmaster Tool

- What is Google Webmaster Tools / Search Console?
- Setting Up & Verifying Website in GSC
- Performance Report Overview
- Analyzing Clicks, Impressions, CTR & Average Position
- Search Queries & User Intent Insights
- Identifying Top-Performing Pages
- Understanding Index Coverage Report
- Error Types (404, Server Errors, Redirect Issues)
- Excluded Pages & Fixing Crawl Issues
- URL Inspection Tool
- Importance of XML Sitemaps
- Submitting & Validating Sitemaps in GSC
- Checking Sitemap Errors
- Robots.txt & Its Role in Crawling
- Handling "Discovered – Currently Not Indexed"
- Mobile Usability Issues & Fixes
- Page Experience Report
- Core Web Vitals (LCP, FID, CLS)
- Enhancing User Experience for Better Rankings
- Understanding Manual Penalties
- Common Penalty Reasons (Spammy Links, Thin Content)
- Fixing Issues & Submitting Reconsideration Requests
- Security Issues Report (Hacked Content, Malware)
- Internal Links vs. External Links
- Analyzing Backlink Profile in GSC
- Identifying Toxic & Spammy Links
- Using Disavow Tool Correctly
- Understanding Structured Data & Schema Markup
- AMP (Accelerated Mobile Pages) Insights
- Linking Google Analytics with GSC
- Using GSC Data for Keyword Research
- Setting Up GSC for a Live Website
- Submitting Sitemap & Fixing Indexing Issues
- Analyzing Performance Reports & Optimizing Pages
- Backlink & Penalty Recovery Case Study

Social Media Marketing

- What is Social Media Marketing?
- How many types of Social Media platforms are used in India?
- Types of Social Media Marketing Campaigns?
- What is Budget Optimization?
- What is Ad Scheduling and how is scheduling used in SMM Ads?
- What is the work process of Social Media Marketing?
- How to Drive a Social Media Marketing Campaign?
- What is an Ads Manager Tool?
- How to develop a Facebook Marketing Campaign?
- How to develop an Instagram Marketing Campaign?
- How can we target business-interested Audiences?
- How to track Social Media Marketing Campaigns?
- Practical task on Facebook Ads Campaign
- Practical task on Instagram Ads Campaign

Google Ads

- What is Google Ads & How It Works
- Google Ads Auction System (Ad Rank, CPC, Quality Score)
- Types of Google Ads Campaigns
- What is bidding?
- How many types of goal campaigns are driven through Google Ads?
- Understanding Campaign Structure (Campaign → Ad Group → Ads → Keywords)
- Latest Trends in Google Ads
- Practical task on Google Ads Search Campaign
- Practical task on Google Ads Display Campaign
- Practical task on Google Ads Video Campaign
- Practical task on Google Ads App Campaign

Competitor Research & Analysis

- What is Competitor Research & Why It Matters
- How to find out Competitors?
- Types of Competitors (Direct, Indirect, Substitute)
- Understanding Market Positioning
- Methods to Find Online Competitors
- Using Google Search & Industry Directories
- Tools for Competitor Discovery (SEMrush, Ahrefs, SimilarWeb, BuzzSumo, Ubersuggest, Moz, SimilarWeb)
- Analyzing Website Structure & Design
- Traffic Sources & Audience Insights
- Competitor SEO Audit (On-Page, Off-Page, Technical)
- Keyword Gap Analysis
- Backlink Profile Analysis
- Content Strategy & Posting Frequency
- Top-Performing Blog Posts & Pages
- Analyzing Content Formats (Articles, Videos, Infographics)
- Identifying Content Gaps & Opportunities
- Competitor Social Media Presence
- Engagement Metrics (Likes, Shares, Comments)
- Influencer Collaboration Opportunities
- Tools: SpyFu, iSpionage, AdBeat
- Customer Reviews & Feedback Analysis
- SWOT Analysis of Competitors
- Identifying Competitive Advantages & Weaknesses
- Creating Actionable Insights for Strategy
- Crunchbase, Statista for Market Insights
- Compiling Competitor Research Reports
- Visualizing Data with Charts & Infographics
- Presenting Action Plans for Growth
- Case Study: Competitor Analysis for a Live Brand
- Conducting Competitor Analysis for a Real Business
- Preparing Keyword & Content Gap Report
- Creating a Competitor Benchmark Dashboard
- Competitor Analysis Using AI

Email Marketing

- What is Email Marketing & Its Importance
- What is an Audience Network?
- Evolution of Email Marketing
- Types of Email Campaigns (Promotional, Informational, Transactional, Drip)
- Popular Platforms: Mailchimp, SendinBlue, ConvertKit, ActiveCampaign, HubSpot
- Choosing the Right Tool for Your Business
- Setting Up Email Accounts & Integration
- Understanding ESP (Email Service Provider) Dashboards
- Lead Generation Strategies (Forms, Landing Pages, Pop-Ups)
- Lead Magnets (E-books, Free Trials, Discounts)
- Best Practices for List Segmentation & Management
- Avoiding Spam Traps & Ensuring GDPR Compliance
- Email Body Copywriting Techniques
- Email Design Best Practices (Templates, Layouts, CTAs)
- Using Visuals, GIFs & Interactive Elements
- Measuring Email Engagement Metrics (CTR, Open Rate, Bounce Rate)
- Optimization Strategies for Higher Conversions
- Google Analytics Integration with Email
- E-commerce Email Marketing Strategies
- B2B Email Campaigns
- Event & Webinar Email Campaigns
- Nonprofit & Awareness Campaigns
- Create a Full Email Marketing Strategy for a Business
- Design & Execute a Live Email Campaign
- Analyze Performance Metrics
- Present ROI Report & Recommendations
- Practical Task on Email Marketing Campaign

Online Reputation Management

- What is ORM?
- Work process of the ORM?
- Importance of ORM in the Digital Era
- Difference Between ORM, PR & SEO
- Positive vs. Negative Reputation Impact
- Components of Online Reputation (Search, Reviews, Social, Media)
- Key ORM Metrics (Sentiment, Mentions, Ratings)
- Google Alerts & Mention Tools
- Social Listening Tools (Hootsuite, Sprout Social)
- Review Monitoring Tools (Trustpilot, G2, TripAdvisor, Yelp)
- Advanced ORM Tools (Brand24, Reputation.com, Meltwater)
- How Search Engines Influence Reputation
- Content Creation & Blogging for ORM
- Wikipedia, Press Releases & Media Mentions
- Link Building for Positive Visibility
- Monitoring Brand Mentions Across Platforms
- Handling Negative Comments & Trolls
- Building a Positive Brand Image on Social Media
- Importance of Online Reviews for Business
- Managing Reviews on Google, Facebook, Yelp, Amazon, etc.
- Responding to Negative Reviews Professionally
- Generating Positive Customer Reviews
- Review Removal & Dispute Handling
- Identifying a PR Crisis Early
- Crisis Response Framework (Listen → Analyze → Respond → Recover)
- Preparing a Crisis Communication Plan
- ORM for Corporates, Startups & SMEs
- ORM for Personal Branding (Executives, Celebrities, Politicians)
- Employer Branding & Employee Reviews (Glassdoor, Indeed)
- Local Business ORM Strategies
- Building an ORM Strategy for a Brand
- Creating ORM Policies & Guidelines
- Conduct a Reputation Audit for a Brand
- Create ORM Strategy & Execution Plan
- Design Crisis Management Workflow
- Present ORM Report & Recommendations

Professional Modules

26

Affiliate Marketing

- What is Affiliate Marketing & How It Works
- Work Process of Affiliate Marketing
- Affiliate Marketing Models (PPS, PPL, PPC)
- Affiliate Marketing Website Name
- Benefits of Affiliate Marketing
- How to join an Affiliate Program?
- How to use Affiliate Marketing?
- How to generate income through Affiliate Marketing?
- Purpose / Where and Why is Affiliate Marketing used
- Resources required to get started with Affiliate Marketing
- Top Players in the market for Affiliate Marketing
- Benefits & Challenges of Affiliate Marketing
- Revenue Share & Hybrid Models
- Niche & Product Selection
- Identifying Profitable Niches
- Evergreen vs. Trending Niches
- Evaluating Product Demand & Profitability
- Popular Affiliate Networks (CJ, Rakuten, ShareASale, Impact)
- Amazon Associates & Other E-commerce Programs
- SaaS & Digital Product Affiliate Programs
- How to Apply & Get Approved
- Understanding Commission Structure

27

YouTube Optimization

- What is YouTube Optimization?
- How to upload YouTube-optimized video
- What is the size and ad format of YouTube Video?
- How to optimize the YouTube channel?
- How to optimize YouTube videos?
- What are YouTube video policies?
- What is the YouTube premier and live streaming?
- How to check analytic reports?
- Practical task on the YouTube channel

Private Blog Network (PBN)

28

- What is a Private Blog Network?
- What is a Money Website?
- What is PBN Hosting?
- What is the Expiry Domain?
- How does PBN work?
- Tips for PBN
- Integration process of PBN?

Bing Webmaster Tool

29

- What is Bing Webmaster Tool?
- Difference Between Google Search Console & Bing Webmaster Tools
- Setting Up a Free Account
- Adding & Verifying a Website
- Different Verification Methods (Meta Tag, XML File, DNS)
- Submitting a Sitemap to Bing
- Setting Geo-Targeting & Preferred Domain
- Configuring Crawl Settings
- How can we index new URLs?
- Research work through the Bing Webmaster Tool
- Understanding the Interface
- Performance Reports Overview
- Key Metrics: Impressions, Clicks, CTR, Ranking
- How Bingbot Crawls Websites
- Managing Crawl Requests & Errors
- Submitting URLs Manually
- Competitor Keyword Insights
- Optimizing Pages for Bing Search
- URL Inspection Tool (Crawl Status, Errors, Indexing)
- Malware & Security Monitoring
- Broken Links & Redirect Management
- Identifying Duplicate Content Issues
- Backlink Explorer: Tracking Inbound Links
- Disavow Tool (Removing Spam Links)
- Referring Domains & Anchor Texts
- Analyzing Traffic Sources

30

Video Editing & Marketing

- What is Video Marketing
- Importance of Video Marketing
- Tips for Video Editing
- Why is the video format important for promoting business?
- What is video creation in digital marketing?
- Which software is best for video ads?
- What are the 3 main stages of creating a video?
- What are the 4 key elements in creating a video?
- What are the 4 types of online video?
- What are the 5 phases of video production?
- What are the basic concepts of digital video?
- Work Process of Video Editing
- Practical Task on Video Editing

31

Landing Page Optimization

- What is a Landing Page & Why It Matters
- Why is a landing page necessary for lead generation?
- Difference Between Homepage & Landing Page
- Types of Landing Pages (Lead Gen, Sales, Click-Through, Webinar, Thank You Page)
- Key Elements of a High-Converting Landing Page
- Landing Page Design Best Practices
- No-Code Landing Page Builders (Unbounce, Instapage, Leadpages, Carrd)
- WordPress Landing Page Plugins (Elementor, Divi, Thrive Architect)
- Integrating Landing Pages with CRMs & Marketing Tools
- Using AI Tools for a Quick Landing Page
- Connecting with Email Marketing Tools (Mailchimp, ActiveCampaign, HubSpot)

Advanced Google Ads Marketing

32

- What is Google Network?
- How many types of bidding are used in Google Ads?
- How to show ad position on the search engine result page?
- What is Ad Rank and how to calculate ad rank through Google Ads?
- What is the quality score in Google Ads Campaign?
- A specific type of Google Ad campaign, and when/why to use them.
- What is lead & conversion?
- What are Funnel Ads?
- Work process on the Google Ads campaign?
- How can we target business-interested audiences?
- How to track Google ads campaigns?
- How to generate a tracking campaign URL?

2. Creation of a Search Campaign

- What are Ad Formats, Ad Text Policies, Ad extensions, Keyword Match Types
- Bidding and Budget optimization
- What are sitelink, call and callout extensions?
- How to develop a search ad campaign?
- Practical task on Search Network Ads Campaign

3. Creation of Display Campaign

- Google Display Network Targeting Options
- Display Ad Formats
- Conversion Tracking
- Google Display Network Campaign Creation
- Advanced Display: Dynamic Remarketing
- Practical task on Display Network Ads Campaign

4. Creation of Application Campaigns

- Mobile-Specific Bidding and Targeting Strategies
- Measuring Mobile Ad Performance and Conversions Report Editor
- Optimization Strategies
- Practical task on Mobile Network Ads

Advanced Google Ads Marketing

5. Creation of Shopping Campaigns

- What are Google Shopping Ads / Product Listing Ads?
- Where do they appear on Google?
- What do Shoppers on the internet do?
- What do retailers need and New Advertising technologies?
- Google Shopping set retailers up for success
- What is Google Merchant Center?
- Merchant Centre Step-by-step updates
- Link implementation GMC & Ads Tool
- Track Performance and Optimize the Campaigns
- Practical task on Shopping Network Ads Campaign

6. Creation of Video Campaigns

- YouTube Ad Formats
- What are skippable and non-skippable in-stream ads?
- Video Campaign Optimization Tips
- Types of In-feed video ads, Bumper ads and Outstream ads
- Practical task on Mobile Network Ads Campaign

7. Creation of a Smart Campaign

- What is Local Business?
- How to use Smart Campaign?
- When We Use Smart Campaign?
- Practical Task on Smart Campaign

8. Creation of Demand Gen Campaign

- How to create a segment Audience?
- How to target Competitor App Audience?
- How to Target Your Website Audience?
- How to target an interest-based audience?
- How to target an email-based audience?
- Practical Task on Demand Gen Campaign

Re-marketing Management

- What is Remarketing?
- Remarketing vs. Retargeting
- Importance of remarketing in the digital buyer's journey
- Types of remarketing (Standard, Dynamic, Video, RLSA, etc.)
- Google Ads Remarketing
- Facebook & Instagram Retargeting
- LinkedIn Retargeting
- YouTube & Display Network Retargeting
- Third-party tools (Criteo, AdRoll, etc.)
- Creating remarketing audiences
- Website visitors segmentation
- Cart abandoners & product viewers
- Lookalike/Similar audiences
- Customer lifetime value (CLV) targeting
- Setting up tracking pixels & tags (Google Tag Manager, Facebook Pixel)
- Creating custom remarketing lists
- Crafting remarketing ad creatives & copies
- Cross-device and cross-channel remarketing strategies
- Dynamic remarketing (personalized product ads)
- Awareness-stage remarketing campaigns
- Consideration-stage strategies
- Conversion-focused remarketing
- Upsell, cross-sell, and repeat purchase remarketing
- Post-purchase engagement
- CPC vs. CPM for remarketing
- Budget allocation for remarketing vs. prospecting campaigns
- Frequency capping and ad fatigue management
- Tracking remarketing campaign performance
- CTR, Conversion Rate, ROAS
- Using Google Analytics, GA4 & Ads Manager for insights
- A/B Testing for creatives & audience lists
- Data privacy & cookie regulations (GDPR, CCPA)
- Cookieless future of remarketing
- Tools for remarketing automation (HubSpot, Mailchimp for email retargeting)
- Remarketing best practices checklist

34

E-commerce Marketing

- Introduction of E-commerce & Evolution of E-commerce
- Types of Ecommerce (B2B, B2C, C2C, D2C)
- Key Ecommerce business models & revenue streams
- E-commerce trends and future opportunities
- Choosing the right platform (Shopify, WooCommerce, Magento, etc.)
- Sign-up Process, Product listings, descriptions & categories
- Instagram Shops, Facebook Shops & Pinterest Marketing
- Understanding Multi-Channel Retail and Solutions
- Visual branding & product photography
- Advanced Facebook Ad for Driving E-Commerce Revenue
- Workflow of e-Commerce Product Listing
- Case studies of successful e-commerce brands
- Building customer loyalty programs
- Customer reviews & reputation management
- Handling returns & refunds professionally
- Post-purchase engagement strategies
- Subscription-based ecommerce models
- Practical task in e-Commerce marketing

35

Google Tag Manager

- Introduction of Google Tag Manager
- What are the 3 main parts of Google Tag Manager?
- What are the benefits of using Google Tag Manager?
- Is Google Tag Manager good for SEO?
- What is the difference between Google Analytics and Google Tag Manager?
- Integration of Google Tag Manager and website

Drop Shipping

36

- What is Dropshipping?
- Evolution & business models (B2B, B2C, D2C)
- Advantages & limitations of dropshipping
- How dropshipping differs from traditional eCommerce
- Global & Indian dropshipping market overview
- Product research techniques & tools (AliExpress, CJ Dropshipping, Oberlo, Spocket, SaleHoo)
- How do I become a Drop Shipper?
- Analyzing market demand & trends
- Niche selection strategies
- Identifying high-margin & low-competition products
- Validating products using analytics & competitor research
- Choosing the right platform (Shopify, WooCommerce, Wix, BigCommerce)
- Finding reliable suppliers (AliExpress, Alibaba, Spocket, DSers)
- Communication & negotiation with suppliers
- Managing inventory without holding stock
- Shipping options & delivery optimization
- Handling refunds, returns & disputes
- Building a brand identity for dropshipping
- Product descriptions that convert
- Product photography & mockups
- Landing pages & sales funnel creation

Digital Marketing with Chat GPT & AI Tools

37

- Introduction of Chat GPT & AI Tools
- Learn to create an effective Customer Persona
- Social Media Content Planning & generating engaging social media updates using Chat GPT
- Identifying hashtags, topics, and keywords for social media posts
- Using Chat GPT to create compelling emails, effective subject lines and assess email potential
- Generating insights from marketing metrics
- Understanding how to use prompts in Chat GPT for digital marketing tasks

Pro Social Media Marketing & Strategy

- What is Social Media Marketing
- What is Pixel Code?
- How to generate a tracking campaign URL?

1. Creating Content for SMM

- Why Content is the foundation of SMM
- Psychology of Social Sharing
- Building Inherently Shareable Content

2. Marketing on Facebook Platform

- Facebook Page Best Practices
- Facebook Insights and Business Manager
- How does Facebook Advertising Work?
- Facebook Ad Campaign Objectives and Ad Targeting
- Practical task on Facebook Ads Campaign

3. Marketing on Instagram Platform

- Optimizing your Instagram business profile
- Crafting an Instagram content strategy
- Influencer Marketing on Instagram
- Analytics & Measurement
- Practical task on Instagram Ads Campaign

4. Marketing on LinkedIn Platform

- LinkedIn for Personal Branding
- Brand Marketing on LinkedIn
- LinkedIn Company Pages
- LinkedIn Premium
- Practical task on LinkedIn Ads Campaign

5. Marketing on Twitter Platform

- Twitter Marketing for Brand Awareness
- Twitter Analytics
- Twitter Tools – Crowdfire, Tweriod, Hashtagify, Ritetag, TweetReach & TweetArchivist
- Practical task on Twitter Ads Campaign

6. Marketing on Snapchat Platform

- Snapchat for business
- Building a following
- Driving Engagement
- Analytics & Measurement
- Practical task on Snapchat

7. Marketing on Pinterest Platform

- Pinterest for business
- Leveraging Rich Pins
- Analytics & Measurement
- Practical task on Pinterest

8. Social Media Marketing Tools

- Hootsuite, Buffer, TweetDeck, and Sprout Social

9. Crafting a Successful Social Media Strategy

- 10-step framework for crafting a successful Social Media strategy
- Building Inherently Shareable Content
- Creating Content for multiple platforms
- Generating content ideas and building a plan
- Effective Content Distribution and Evaluating Success
- How to develop a Business as a brand through Social Media Marketing?
- Social Media Marketing planning and tips
- Understanding the importance of planning your business marketing strategy.
- How to connect with people by planning your Facebook Page and understanding
- Campaign Objectives, Targeting Audiences, Impactful Creatives & Optimization and Reporting
- What is Facebook Ad Policies?
- Facebook Messenger - Connect and engage with your new or long-term customers
- Facebook Shop - Sell more products with Facebook.
- Building Brand Awareness - Build your brand with Facebook to connect with people
- Facebook Pixel - Measure conversions, optimize ad delivery, automate audience building
- Driving Online Sales - get more sales and drive traffic with remarketing campaigns

Internet Marketing Strategy

- What is Internet Marketing?
- Evolution of online marketing
- Understanding digital consumers
- Online buyer journey & decision-making process
- Competitor analysis & benchmarking
- Identifying customer pain points & needs
- Tools for online market research
- Role of websites in internet marketing
- Building user-friendly & SEO-friendly websites
- Creating high-converting landing pages
- SEO strategy & Paid Search
- Importance of content in internet marketing
- Types of content (blogs, videos, infographics, podcasts)
- Content creation & storytelling framework
- Content distribution channels
- Content calendar planning & management
- Choosing the right platforms (Facebook, Instagram, LinkedIn, X)
- Social media content strategy & posting schedules
- Paid social media advertising
- Influencer marketing & collaborations
- Social listening & engagement tactics
- Building & segmenting email lists
- Measuring email marketing performance
- Using customer data for personalized campaigns
- Post-purchase engagement tactics
- KPIs & metrics for internet marketing
- ROI measurement & reporting
- Dashboards & data visualization tools
- AI & automation in internet marketing
- Voice search & smart assistants
- Chatbots & conversational marketing
- Omnichannel & integrated marketing strategy

Inbound Marketing

- What is Inbound Marketing?
- Difference between Inbound & Outbound Marketing
- Core philosophy of "Attract, Engage, Delight"
- Benefits of inbound vs. traditional marketing
- The Inbound Methodology Framework
- AI & personalization in inbound marketing
- Conversational marketing (chatbots, WhatsApp, Messenger)
- Account-Based Marketing (ABM)
- Omnichannel inbound strategy

1. Attracting you potential customers into a conversion funnel

- Various Ways to Build Reach Through Digital Marketing
- What are Engagement Magnets?
- How to Identify the Right Set of Engagement Magnets for Your Business?
- Effectiveness of Various Engagement Magnets
- Digital Reach Building Strategy Through Inbound Interest Generation

2. Converting your prospects into leads using emails

- What is Audience Aggregation?
- Benefits of Audience Aggregation
- How to do Audience Aggregation Through Emails?

3. Conversion Optimization

- Google Display Network Targeting Options
- Display Ad Formats
- Conversion Tracking
- Google Display Network Campaign Creation
- Advanced Display: Dynamic Remarketing
- Practical task on Display Network Ads Campaign

4. Conversion Optimization Patterns for Engaging website Visitors

- Patterns for Engaging Website Visitors
- Pop-Ups, Pop Under Call-to-Action & Inside Article CTA

41

Lead Generation Strategy

- What is Lead Generation strategy in digital marketing?
- What are the 3 approaches of lead generation?
- Which are the 4 steps of the lead generation process?
- What are the 5 W's of a lead?
- What are the two types of lead generation?
- What are the stages of lead generation?
- What is B2B lead generation?
- What are lead generation channels?
- What are the benefits of leads?
- What are quality leads?
- How do you convert leads to customers?
- How do you collect data for lead generation?
- What are the components of lead generation?

42

Startups Strategy

- What is a Startup?
- How to develop branding for startups?
- How to plan to grow a startup?
- How to drive digital marketing for a startup?
- Tips for running a startup
- Drive Growth for startup
- What is the strategy for a startup?
- What is Growth Hacking
- Growth Hacking Tool
- Growth Funnel & Tactics
- Case Studies – Growth Hacking
- Case Studies - Startups

We Build Quality & Trust

Interview Preparation & Mock Interview

43

- Interview Process Introduction
- Understanding your career skills and path
- Interview tips and guidance for starting your successful journey
- Mock Interviews

Resume Building

44

- Your outstanding Infographic Resume Toolkit
- Learn the basics of Infographic
- Learn to convey information Quickly and Clearly
- Learn to hold attention with bespoke text and design
- Knowledge of open-source design software
- Task on Resume Building

Online Certification Examination

45

- Introduction to Certifications Examination
- Types of Certifications
- Procedure to Conduct Online Examination
- Online Paper Conduct By DigiAM



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Our Achievements:



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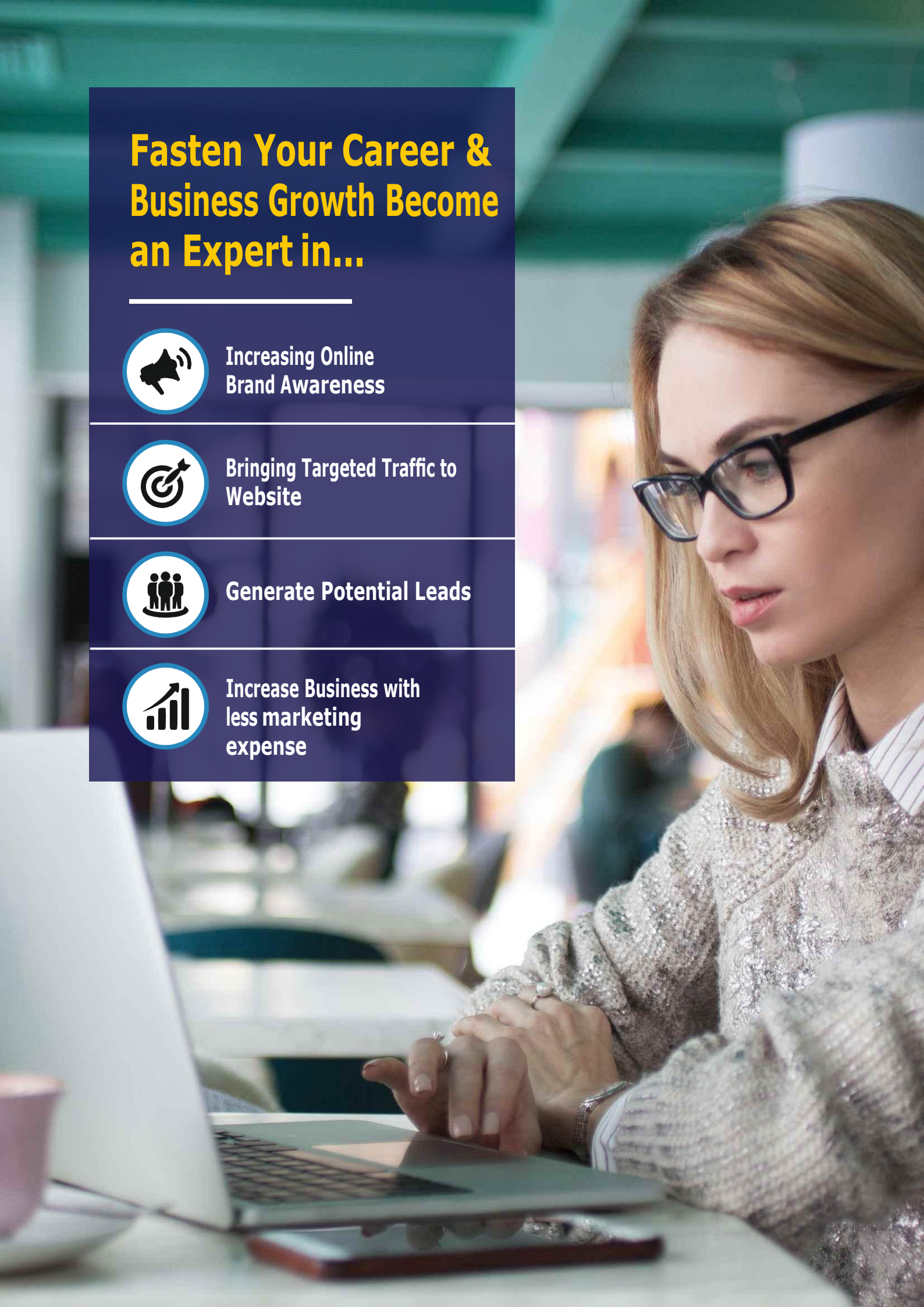
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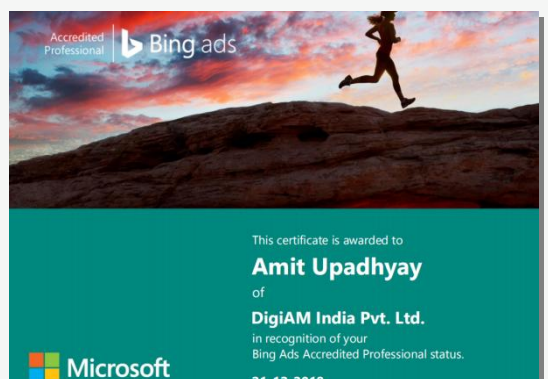
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Google Ads Specialist



Email Marketer



Affiliate Marketer



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Digital Marketing Manager



Trainees voice for DigiAM

I joined DigiAM & I am happy that I did and I learned Search Engine Optimization Search Engine Marketing, Social Media Marketing, Google Analytics, Keyword Research, and many more things in depth. Thanks for everything.

Deepika



100% practical training and their price is very pocket friendly so. Basically, I was not an online working person. I was just operating data online. Digital Marketing was new for me but this institute teaching style from basic level to advance level has made everything clear.

Yogesh Saraswat



The great thing about DigiAM, my complete training was on practical basis and on the updated techniques from Google criteria. Fast forward system is very effective for trainee. My opinion for this institute- if anyone is looking to grow their career in Digital Marketing then DigiAM could be the perfect choice. Thanks DigiAM.

Abhishek Sharma



I wish to make my career in digital marketing, so, I searched on Google & found DigiAM a Digital Marketing Company in Noida. I have learnt many skills from here. Sir explained me everything through examples with practical task. This was really the best for me and whatever I learned here 100% practical based all modules and I think this will work best for my professional carrier.

Aakansha Singh



I came all the way from Patna to Delhi to join DigiAM. I learnt many tactics of online marketing Based on practical. DigiAM is an excellent company where a person can explore practically everything and catch many strategies to expertise his skills. I had my personal interest in freelancing and DigiAM helped me earn a lot from my freelancing projects.

Shahadat Hussain



I have started training for Digital Marketing at DigiAM in July. It's an excellent Digital Marketing Training centre in Delhi that offers quality knowledge of Digital Marketing in affordable prices. The course was so knowledgeable, faculties are good.

Neha Tiwari





Why DigiAM?

Where the trainee might prefer a hands-on practical approach, a busy business owner may prefer the knowledge to tune his enterprise accordingly. For the entrepreneur, DigiAM is the best place for a first-hand experience in understanding how their future startup can take the first steps successfully.

We have an evolving digital marketing program which merges next generation technology with innovative practices. Liaisons with the leading global brands & marketing names allow our experts to brainstorm with the top Internet marketing minds around the world.

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