

DIGITAL MARKETING



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What Is Digital Marketing?

Digital Marketing, Also Called Online Marketing, Is The Promotion Of Brands To Connect With Potential Customers Using The Internet And Other Forms Of Digital Communication. This Includes Not Only Email, Social Media, And Web-Based Advertising, But Also Text And Multimedia Messages As A Marketing Channel.

The Digital Marketing Process Involves Similar Tactics As Traditional Marketing. Organizations Can Combine Both Traditional And Digital Marketing Techniques As A Strategy.



Course Structure

- ➔ **3 Months Course**
- ➔ **3 Months Internship**
- ➔ **100% Placement Assistance**

Digital Marketing Syllabus

➔ CAREER OPTIONS

1. Social media analyst
2. Content marketing executive
3. Online reputation executive
4. Ppc analyst
5. Digital marketing executive
6. Freelance digital marketer

➔ MODULES OF DIGITAL MARKETING

1. Digital marketing overview
2. Website planning and creation
3. Email marketing
4. Lead generation of business

5. Ppc advertising google adwords
6. Google analytics
7. Social media marketing
8. Search engine optimization
9. E-commerce marketing
10. Content marketing
11. Adsense and blogging



DIGITAL MARKETING OVERVIEW

1. What is marketing
2. What is digital marketing and understanding marketing process
3. Why digital marketing wins over traditional marketing
4. Understanding digital marketing process



WEBSITE PLANNING AND CREATION

1. Understanding internet
2. Difference between internet and web
3. Understanding website
4. Understanding domain names and domain extensions
5. What is web server and web hosting
6. Different types of web servers
7. Different types of websites

EMAIL MARKETING

1. What is email marketing
2. How email works
3. Challenges faces in sending bulk sms
4. How to overcome this challenges
5. Types email marketing
6. Setting up Email marketing account
7. Creating a broadcast email
8. What are auto responders
9. How to do bulk emailing
10. Tricks to land in inbox instead of spam folders

LEAD GENERATION FOR BUSINESS

1. Understanding lead generation for business
2. Learn about land pages
3. Learn about thank you
4. Landing pages vs website
5. What is A/B testing and working

PPC ADVERTISING GOOGLE ADWORDS

1. Understanding in organic search results
2. Introduction to Google AdWords and PPC advertising
3. Overview of Microsoft adcenter (Bing and Yahoo) setting up Google adwords account

4. Understanding AdWords account structure
5. Understanding ad words algorithm
6. Creating search campaigns
7. Understanding different types of bid strategy
8. Advanced-level bids strategy
9. Understanding add extensions
10. Creating ad groups
11. Understanding keywords
12. Creating ads
13. Tracking performance /conversion
14. Optimizing search campaigns
15. Creating display campaign
16. Optimizing display campaigns
17. Re marketing



GOOGLE ANALYTICS

1. Introduction to google analytics
2. How google analytics works
3. Understanding google analytics account structure
4. Understanding google analytics insights
5. Understanding cookie tracking
6. Types of cookie tracking used by google analytics
7. Starting with google analytics
8. How to set up analytics account

9. How to add analytics code in website
10. Understanding goals and conversations
11. Understanding bounce and bounce rate
12. Difference between exit rate and bounce rate
13. How to set up funnels goals
14. How to integrate ad words and analytics account
15. What is link tagging
16. How to set up link tagging
17. Understanding filters and segments
18. How to view customized report
19. Monitoring traffic sources
20. Monitoring traffic behaviour
21. Taking corrective actions if required



SOCIAL MEDIA MARKETING

1. What is social media
2. Understanding the existing social media paradigm and psychology
3. How social media marketing is different than others
4. Forms of internet marketing
5. Facebook marketing
6. Types of Facebook advertising
7. Understanding Facebook best practices
8. Understanding edge rank and art of engagement
9. Linked in marketing
10. Twitter marketing
11. Video marketing



SEARCH ENGINE OPTIMIZATION (SEO)

1. What is SEO
2. HTML basics
3. Introduction to SERP
4. What are search engines
5. How search engines work
6. Major functions of search engines
7. What are keywords
8. Different types of keywords
9. Google KEYWORD PLANNER tools
10. Keywords research process
11. Understanding keywords mix
12. Google operator ;so that you can you find anything on the web
13. On page optimization
14. Off page optimization
15. Local SEO
16. Top tools for SEO
17. Monitoring SEO process
18. Preparing SEO reports
19. How to create SEO strategy for your business
20. What is link juice
21. Importance of domain and page authority
22. How to optimize exact keywords for your business
23. What is google panda algorithm
24. What is google penguin

25. What is google EMD updates

26. How to save your site from google panda ,penguin and EMD update

27. How to recover your site from panda ,penguin and EMD



ECOMMERCE MARKETING

1. What is E commerce

2. Top e commerce websites around the world and its scenario in India Difference between e commerce software and shopping cart software

3. Payment gateways , merchant accounts and logistics for physical goods

4. Integrating woo commerce and setting up an e-commerce store on wordpress

5. Affiliate marketing by promoting what look like an E commerce store

6. Case studies on e-commerce websites

7. How to do Google product listing ads (PLA) for e commerce websites

8. How to do SEO for an E-commerce websites



CONTENT MARKETING

1. What is content marketing

2. Introduction to content marketing

3. Objective of content marketing

4. Content marketing steps strategy building
5. Types of content with example
6. How to right compelling content
7. Keyword research for content ideas
8. Optimizing contents for search engines
9. Discussing authority blog
10. How to market your content
11. Debate doesn't great content just spread by itself
12. Understanding second customer
13. Importance of second customer
15. How to increase second customer
16. Understanding online influences
17. Unique ways of to right magnetic headlines
18. Examples of magnetic headlines
19. How to increase OPT – in an email list with content marketing with examples
20. Case study on content marketing



ADSENSE AND BLOGGING

1. What is ad sense
2. How to get approved for ad sense
3. Cool trick to get ad sense approval by google
4. Using your ad sense account interface
5. Placing ads on your blog
6. Creating blogs with our free theme
7. Then we will share one secret method through which you will make money with absence



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