ZENUS
TRAINING | DEVLOPMENT | PLACEMENT

DIGITAL MARKETING

CERTIFICATION IN DIGITAL MARKETING

Master's in Digital Marketing skills & and take your career to the next level!

WHO CAN JOIN THE COURSE?

- There is no restriction placed on the discipline/ stream of study as far as digital marketing courses are concerned.

- The only eligibility criterion for taking up a digital marketing course is that you must at least be a graduate.

- Having knowledge of graphic designing can be advantageous for digital marketing

GIMPLES OF OUR SUCCESSFUL TRANSITIONS

facebook.
Reviews ·4.6 ★★★★★

Justdial™
Reviews
4.8 ★★★★★

Google
Reviews
4.8 ★★★★★

Sulekha
Reviews
4.9 ★★★★★

PROGRAM CURRICULUM-I

Introduction to Digital Marketing

- Increasing Visibility
- What is visibility?
- Types of visibility
- Examples of visibility
- Visitors Engagement
- What is engagement?
- Why it is important?
- Examples of engagement
- Bringing Targeted Traffic
- Inbound
- Outbound
- Converting Traffic into Leads
- Types of Conversion
- Understanding Conversion Process
- Retention
- Why it is Important?

- Examples of engagement
- Bringing Targeted Traffic
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- Retention
- Why it is Important?
- Types of Retention
- Performance Evaluation
- Why it is Important?
- Tools Needed

Search Engine Optimization (SEO)

- What are primary keywords, secondary keyword and tertiary keywords?

PROGRAM CURRICULUM-II

- Keywords optimization
- Content optimization & planning
- Understanding Your audience for content planning
- Internal linking
- Meta tags creation
- Creating Webpage in HTML
- What is the difference between keywords stuffing & keyword placement
- Using google webmasters tool & website verification
- Sitemap creation & submission in website & webmasters
- How to write an optimized content
- How to write a content for article, blog

- What is domain authority?
- How to increase Domain authority
- What are back links?
- Types of back links
- What is link building?
- Types of link building
- Do's and Dont's of link building
- Link building strategies for your business
- Easy link acquisition techniques
- Google places optimization
- Classified submissions
- Using H card
- Citation
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports

PROGRAM CURRICULUM-III

- How to create SEO Strategy for your business
- What is link juice?
- Importance of domain and page authority
- How to optimize exact keywords for your business
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update
- How to recover your site from Panda, Penguin and EMD

Social Media Marketing

- Understanding Facebook marketing

- Practical session 1
- Creating Facebook page
- Uploading contacts for invitation
- Exercise on fan page wall posting
- 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
- Understanding facebook best practices
- Understanding facebook

PROGRAM CURRICULUM-IV

- Practical Session 2
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module- CPC vs CPM vs CPA
- Setting up conversion tracking
- Using power editor tool for adv.
- Advance Facebook advertising using tools like
- Understanding LinkedIn
- Company profile vs Individual profiles
- Understanding Linkedin groups
- How to do marketing on Linkedin groups

- Linkedin advertising & it best practices
- Increasing ROI form linkedin ads
- Linkedin publishing
- Company pages
- Adv on linkedin
- Display vs text
- 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

PROGRAM CURRICULUM-V

- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards
- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of Video Marketing
- Benifits of video marketing
- Uploading videos on video marketing websites
- Using youtube for business
- Developing youtube video marketing Strategy
- Bringing visitors from youtube videos to your website

- Creating Video ADgroups
- Targeting Options
- Understanding Bid Strategy

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
- Starting with Google analytics
- How to set up analytics account

PROGRAM CURRICULUM-VI

- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via
- Google analytics
- What is link tagging
- How to set up link tagging

- 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

Online Display Marketing

- What is online advertising?
- Types of Online Advertising
- Display Advertising
- Banner ads
- Rich Media ads
- Pop ups and Pop under ads
- Contextual advertising
- In Text ads
- In Image ads

PROGRAM CURRICULUM-VII

- In video ads
- In page ads
- What are Payment Modules?

Lead Generation

- Understanding lead generation for business
- Why lead generation is important?
- Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page
- Practical exercise- Creating a landing page
- Types of landing pages

- Reviewing landing pages created by trainees
- What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing
- Converting leads into sales
- Creating lead nurturing strategy
- Understanding lead funnel
- Steps in leads nurturing
- Ad-Sense & Blogging
- What is AdSense?
- How to get approved for AdSense?
- Cool trick to get AdSense approval by Google
- Using your AdSense account interface
- Placing ads on your blog

ZENUS CAREER SERVICES

Career-oriented Session
Attend 10+ career-oriented session by industry mentors and prepare your career trajectory

Profile Building
Php Programming resume and LinkedIn profile to make an impression on top employers

Dedicated Job Portal Access
Get exclusive access to 20+* job posting per month on Zenus's job portal

Mock Interview Preparation
prepare with mock interviews including most asked question by top employers

1:1 Mentoring Session
Get 1:1 guidance at every step in your career transition to Php-Programming

Placement Assistance
Placement opportunities are provided once the learner is moved to the placement pool upon clearing Placement Readiness Test(PRT)**

NO. 1 AWARD WINNING TRAINING COMPANY

Awared By Ex-Indian Cricketer Chetan Sharma Sir

Awared By Ex-Indian Cricketer Sandip Patil Sir

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STUDENT TESTIMONIALS

Shivant Tyagi
★★★★★
Our experince with ZENUS INFOTECH has been very good. its the best company in india for industrial training and placements.

Abdul Raoof
★★★★★
Good teches.And Good teacher .Zenus teacher is helping person that solve the asking question .Zenus is a wonderful platform

Piyush Kumar
★★★★★
I feel my self with a great weight of knowledge after doing training from Zenus Infotech

Prabhat Saini
★★★★★
Extremely nice atmosphere to learn softwares and knowledgeable and helpful faculty with great experience.

Sumit Pant
★★★★★
Highly skilled staffs well as good place to work ..the faculties are very good teachers

Ishant Chauhan
★★★★★
Highly experienced and project oriented training received with full support from the trainner. Thanks Zenus Infotech