

Digital Marketing Training

Learn SEO, Email Marketing, Web Analytics & more in just 8 weeks

Duration: 8 weeks | Certified Training

About Digital Marketing:

The Walletdreams Digital Marketing Training is a 8-weeks program in the field of web analytics, email marketing, search engine optimization, search engine marketing, advertising and social media marketing. As part of the training, you will create a blog and design the complete online marketing strategy for it. During the project, you will learn how to create online marketing strategies for a business using various techniques. Following are the detailed table of contents of the training:

Table of Contents

1. **Blogging & Web Analytics:** *Create your own blog. Learn to create a Google Analytics account and analyze the metrics of your blog using Google Analytics.*
 - Introduction
 - Creating a blog
 - Creating a Google Analytics account and linking to blog account
 - Implementing Google Analytics
 - GA Account Structure
 - Understanding Metrics
 - Standard Repots
 - Assignment

2. **Search Engine Optimization:** *Learn how SEO works and how you can improve the page rank of your blog by using different SEO tools.*
 - Importance of a Search Engine
 - What is SEO?
 - How does a Search Engine Work?
 - Page Rank / Authority of a Website
 - On Page SEO
 - Off Page SEO
 - SEO Tools
 - Assignment

3. **Email Marketing:** *Learn how to create an effective email campaign and ways to reach out to more users.*
 - Benefits of Email Marketing
 - Creating an email campaign with Mail Chimp
 - Best practices to collect email ids
 - A/B Testing of mailers
 - How to avoid spamming
 - Assignment

4. **Inbound and Content Marketing:** *Learn inbound marketing for B2B business, build a buyer persona and know more about how to create the best content for marketing.*
 - Inbound Marketing for B2B Businesses
 - Buyer Persona
 - Assignment

5. **Online Advertising – Search, Display and Video:** *Learn how to use different advertising mediums like Google Ads, YouTube. Also learn to implement A/B testing for these ads.*
 - Advertising Fundamentals
 - Google AdWords Overview
 - Search Advertising
 - AdWords Auction
 - Display Advertising
 - YouTube Advertising
 - A/B Testing
 - Assignments

6. **Mobile Marketing:** *Learn to create advertising campaign for mobile users and how to advertise your app for maximum installs.*
 - Mobile Marketing - Overview
 - Targeting Mobile Users
 - Universal App Campaign for Installs
 - Assignments

7. **Social Media Marketing – Platform, ORM & Automation:** *Learn how to use different social media platforms and tools to advertise your product effectively.*
 - Social Media Marketing - Overview
 - Facebook Organic
 - Facebook Paid
 - Twitter Marketing
 - LinkedIn Marketing
 - Quora, Pinterest and Google Plus
 - Social Listening
 - Online Reputation Management (ORM)
 - Marketing Automation

Excited to learn Digital Marketing, Visit us at <https://trainings.walletedreams.com>

FAQs

What is this training program about?

This is a training program to learn Digital Marketing. The duration of the training would be 8 weeks. You will be trained in the field of web analytics, email marketing, search engine optimization, search engine marketing, advertising and social media marketing.

How will the training be imparted?

The Walletdreams Digital Marketing Training will be delivered and interactive exercises provided.

Who can join? I am a beginner/advanced user, is this training program for me?

Anyone with an interest in Digital Marketing (college students from any stream and year, or working professionals) are eligible to join this program. Please note that this is a beginner level training.

Are there any pre-requisites for joining this program?

This program is for beginners. There are no pre-requisites.

What are the benefits of joining Walletdreams Digital Marketing training program?

Digital marketing is a field of marketing which applied different techniques and technologies to engage the brands with stakeholders. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks. Students would be learning these techniques in this training program and implement them in a working web property.

Will there be a certificate provided at the end of the training?

Yes, a certificate will be provided.

If you have any queries or doubts regarding Digital Marketing Training, please write to us at trainings@walletdreams.com or call us on +91 80873 78988.