ASDM™
AHMEDABAD SCHOOL OF
DIGITAL MARKETING

amazon

AHMEDABAD SCHOOL OF DIGITAL MARKETING

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"The Digital age is here, and those businesses that fail to adapt to the new marketing climate are at great risk of going sooner rather than later"

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No 1 Institute for Digital Marketing Training in Ahmedabad

ABOUT Ahmedabad School of Digital Marketing

"How can a business increase its potential to change his sales and revenue statistics magically?" The constant brainstorming and deliberate intensive questioning actually gave birth to **AHMEDABAD SCHOOL OF DIGITAL MARKETING!**

Having set up under the aegis of The Red Eyes, a leading global institute for digital transformation welcomes you to the brief description of our organization.

The institution has strong leadership and provides a clear vision and direction to every committed team of professionals. It's an ambience in which participants want to stay and where everyone wants to grow and make their organization visible in front of various digital media platforms. Over a last few months, Ahmedabad School of Digital Marketing has been encouraging professionals to think differently and independently with our strategy module descriptor based course curriculum.

ABOUT Ahmedabad School of Digital Marketing

With a practical approach and exposure, we provide the most comprehensive training that guarantees individual innovative ideas to spread awareness regarding any brand, products or services digitally and be a skilled digital marketing professional. Our exclusive training program enables each participant to define all online marketing activities.

We as Ahmedabad's leading digital marketing institute, have helped innumerable individuals, students, professionals, entrepreneurs and companies to expand their abilities to capture market through various digital marketing approaches.

Learning is such an interesting never-ending process that can be done at any age, irrespective of any field! We help you to learn more and earn more!

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Become Google and Facebook Certified Digital Marketing Expert

India's most Advance Digital Training Program of India

Advance Digital Marketing Training

DURATION : 120 HOURS

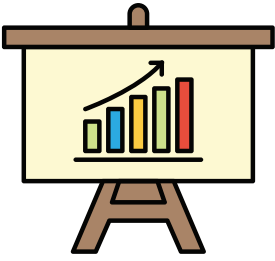**TRAINING MODE :** Practical Case study based on Live Projects

(a) Lectures and discussion
(b) Case study/exercises
(c) Projects/ Assignments
(e) Presentations class participations
(f) Live Project Training
(g) Interview Training and Placement Assistance

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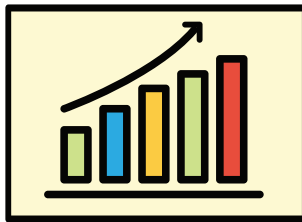# Digital Marketing Course Curriculum overview

Digital Marketing overview

Blogging

Search Engine Optimization
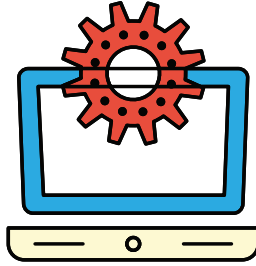
PPC /Google Advertising
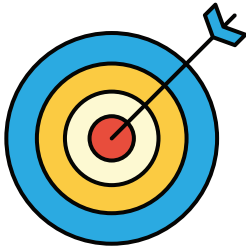
Google Analytics

Social Media Marketing
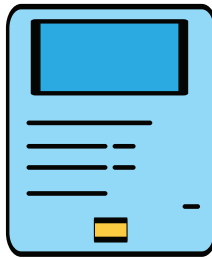
Emai Marketing

Online Display Advertising
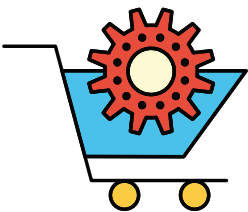
Ecommerce marketing
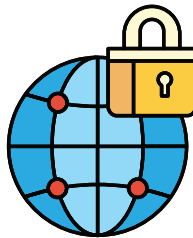
Lead Generation for Business
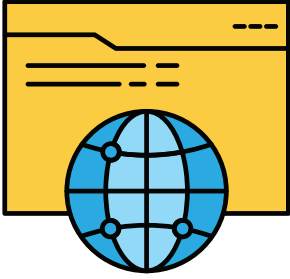
Mobile Marketing
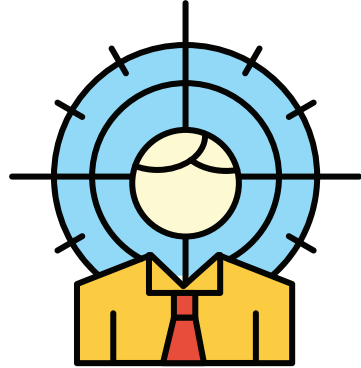
Content Marketing

Affiliated Marketing

Creating Internet Marketing Strategy

Making money through Adsense and blogging

Grabbing Freelancing Projects

Interview Training

CONTACT US FOR MORE INFORMATION

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1
Digital Marketing overview

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Why Digital Marketing wins over traditional Marketing?
- Understanding Digital Marketing Process

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?
- Types of Retention Performance Evaluation

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2
Blogging

Building website using CMS in Class Identifying

- What is Blogging?
- Importance of Blogging
- How to plan your first Blog?
- How to select your niche?
- Free platform for Blogging
- How to create your first Blog?
- How to choose best niche for Blog
- Difference between website and Blog
- How to monetize your blog?
- How to earn from earn from blogginig?
- Inffluensive Blogging

3
PPC Advertising Google AdWords

PPC Advertising Google AdWords

- Google AdWords Overview
- Understanding inorganic search
- results
- Introduction to Google Adwords & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo) Setting up Google Adwords account
- Understanding Adwords account structure
- Campaigns, Adgroups, Ads, Keywords, etc
- Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign

Understanding Adwords Algorithm

- IHow does Adwords rank ads
- Understanding Adwords algorithm (ad-rank) in detail with examples
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Understanding bids

Understanding Adwords Algorithm

- How does Adwords rank ads
- Understanding Adwords algorithm (ad-rank) in detail with examples
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Understanding bids

Understanding different types of bid strategy

- Manual
- Auto

Understanding keywords

- Finding relevant keywords
- Adding keywords in ad-group
- Using keyword planner tool
- Understanding types of keywords
- Board, Phrase, exact, synonym & negative
- Examples of types of keywords
- Pros and cons of diff. types of keywords

Creating Search Campaigns

- Types of Search Campaigns – Standard
- All features, dynamic search & product listing
- Google merchant center.
- Creating our 1st search campaign
- Doing campaign level settings
- Understanding location targeting
- Different types of location targeting
- What is bidding strategy?

Advanced level bid strategies Enhanced

- CPC
- CPA
- What are flexible bidding strategies?
- Understanding flexible bidding strategy
- Pros & Cons of different bid strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Finding relevant adgroups options using tools
- Creating adgroups using tool

Creating ads Understanding

- ad metrics
- Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads Creating
- ads Tracking Performance/Conversion
- What is conversion tracking?
- Why is it important How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- How to optimize campaigns at the time of creation?
- Optimizing campaign via ad groups

How to increase CTR

- CTR Importance of quality score in optimization How to increase quality score Importance of negative keywords in optimization
- Evaluating campaign stats
- Optimizing with conversion report
- Optimizing with keywords
- Optimizing performing keywords
- Optimizing non performing keywords
- How to decrease
- CPC Analyzing your competitors performance

Creating Display Campaign

- Types of display campaigns-
- All features,
- Mobile app,
- Remarketing,
- Engagement
- Creating 1st display campaign
- Difference in search & display campaign settings
- Doing campaign level settings
- Understanding CPM bid strategy
- Advance settings
- Ad-scheduling
- Ad-delivery
- Understanding ads placement
- Creating diff. adgroups Using display planner tool

- Finding relevant websites for ads placement
- Creating text ads
- Creating banner ads using tools
- Uploading banner ads
- Optimizing Display Campaign Remarketing
- What is remarketing?
- Setting up remarketing campaign
- Creating Remarketing lists
- Advanced Level list creation Custom audience

4

Search Engine Optimization

SEO

- What is SEO?
- Introduction to SERP
- What are search engines?
- How search engines work
- Major functions of a search engine
- What are keywords?
- Different types of keywords
- Google keyword planner tool
- Keywords research process
- Understanding keywords mix
- Google Operator : So that you can find anything on the web

On page optimization

- What are primary keywords, secondary keywords and tertiary keywords?
- Keywords optimization
- Content optimization & planning
- Understanding your audience for content planning
- What is the difference between keywords stuffing & keyword placement Internal linking
- Meta tags creation
- Creating Webpage in HTML
- 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 and press release Search Engine Optimization(SEO)

Off Page optimization

- 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

Local SEO

- Google places optimization
- Classified submissions Using H card Citation
- Top tools for SEO
- Monitoring SEO process Preparing
- SEO reports
- 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

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5
Online Display Advertising

Online Display Advertising

- 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
- In video ads
- In page ads
- What are Payment Modules?
- Companies that provide online advertising solution
- Tracking & Measuring ROI of online adv.
- Assignment on allocating funds to various Different Online advertising
- platforms
- Creating Banner Ads Using Tools

6

Ecommerce Marketing

Ecommerce Marketing

- What is ecommerce?
- Top ecommerce websites around the world & it's scenario in India
- Difference between E-Commerce software and Shopping Cart software
- Payment Gateways,
- Merchant Accounts & Logistics for physical goods.
- Integrating Woo-commerce and setting up an ecommerce store on
- WordPress.
- Affiliate Marketing by promoting products which looks like an
- ecommerce store.
- Case studies on ecommerce websites.
- How to do Google Product Listing Ads (PLA) for ecommerce websites.
- How to do SEO for an ecommerce website.

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
- 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 reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- 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

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7

Social Media Marketing

Social Media Marketing

- What is Social Media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing

Facebook Marketing

- Facebook 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 edgerank and art of engagement

- Practical Session
- 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.
- Advanced Facebook advertising using tools like Qwaya
- Social Media Marketing

Linkedin Marketing

- What is LinkedIn?
- Understanding LinkedIn Company profile vs Individual profiles
- Understanding Linkedin groups
- How to do marketing on LinkedIn groups
- Linkedin advertising & it's best practices
- Increasing ROI from LinkedIn ads
- Linkedin publishing
- Company pages Adv on linkedIn Display vs text

.

Twitter Marketing

- Understanding Twitter
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, Peer
- Index
- How to do marketing on Twitter Black hat techniques of twitter
- marketing
- Advertising on Twitter Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards Video Marketing

- Twitter Cards Video Marketing
- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits 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
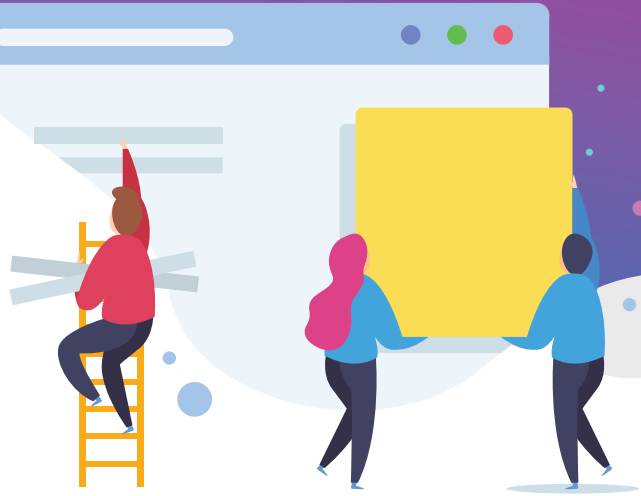- Targeting Options
- Understanding Bid Strategy

8

Email Marketing

Email Marketing

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to overcome these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them
- Improving ROI with A/B testing

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9

Mobile Web Marketing

Mobile Web Marketing

- Understanding Mobile Devices
- Mobile Marketing and Social Media Mobile Marketing
- Measurement and Analytics
- Fundamentals of Mobile Marketing
- Key industry terminology
- Creating mobile website through wordpress
- Using tools to create mobile websites
- Using tools to create mobile app
- Advertising on mobile (App & Web)
- Targeting ads on Apps
- Targeting ads via location
- Targeting ads on search engine
- Content Marketing on mobile
- Mobile strategy-segmentations option targeting and differentiation
- Mobile marketing mix SMS marketing
- Creating mobile application
- Uploading mobile app in Android and iOS

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10

Content Marketing

Content Marketing

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process 18 types of content
- with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples

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11

Online Reputation Management

Online Reputation Management

- What is online reputation management?
- Why online reputation management is need of hour
- Understanding ORM scenario
- How to deal with criticism online 10
- Online reputation management
- Commandments 15 ways to create positive brand image online
- Understanding tools for monitoring online reputation
- Step by step guide to overcome negative online reputation
- Best examples of online reputation management

11
Affiliate Marketing

Online Reputation Management

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- How your trainer makes money in affiliate marketing?
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate network in the world
- How to get approved as an affiliate by world's top affiliate companycommission junction **www.cj.com**

12
Adsense

Adsense

- 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
- Creating blogs with our FREE theme

13

How to Grab Freelancing Projects

How to Grab Freelancing Projects

- Sales Training
- www.freelancer.com website training

Job Opportunity after Digital Marketing Course

Social Media Analyst

Salary : 25k to 35k After 3 years of experience Designation- Social Media Manager salary 40k to 65k

PPC Analyst

Salary: 18k to 30k After 2 years of experience Designation - Sr. PPC Analyst Salary: 35k to 65k

Digital Marketing Executive

Salary: 20k to 35k After 3 years of experience Designation- Digital Marketing Manager Salary: 50k to 75k

SEO Executive

Salary: 21k to 30k After 3 years of experience Designation- Online Reputation Manager Salary: 30k to 50k

Freelance digital Marketer

Monthly earning with just 2-3 projects: 40k to 75k monthly earning
with just 4-5 projects: 1Lac to 1.5lacs

CERTIFICATION

1. Google Digital Unlocked Course
2. Search Advertising Course
3. Display Advertising Course
4. Video Advertising Course
5. Shopping Advertising Course
6. Analytics Course
7. Hootsuite Ceritfication
8. Amazon Certification
9. ASDM Digital Marketing
10. ASDMSEO Certification
11. ASDM Social Media Certification
12. ASDM Adwords Certification
13. RANK WATCH

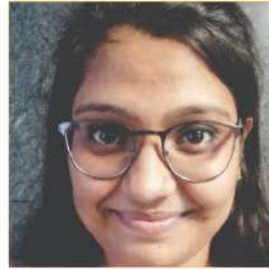# Our Trainees

Our Clients

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Placements

Ronak
Package :- 4.2 L
Designation :- Social Media Expert
Company :- Cognitive Pixel

Gazal
Package :- 3.2 L
Designation :- Digital Marketing Specialist
Company :- theceei.org

Shweta Pathak
Package :- 3.0
Designation :- Digital Marketing Executive
Company :- Media NV

Girraj Singh
Package :- 3.0 L
Designation :- Digital Marketing Executive
Company :- ECOSMOB Techlogy PVT LTD

Aman
Package :- 2.4 L
Designation :- Digital Marketing Executive
Company :- Courtyard by Marriott

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