

CETPA INFOTECH PVT. LTD.
CURRICULUM OF DIGITAL MARKETING

SEM(Search Engine Marketing) Training

Introduction to SEM and Adwords

- Basics of Internet Marketing
- Adwords Certification Exams
- Benefits of Adwords compared to other Networks

Adwords Account Setup

- Creating Adwords Account
- Adwords Interface Tour
- Adwords Dash Board
- Billing in Adwords

Creating First Campaign

- Understanding purpose of Campaign
- Account Limits in Adwords
- Location and Language Settings
- Networks and Devices
- Bidding and Budget
- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic bidding (Display Only)
- Social settings (Display Only)
- Automatic campaign optimization (Display Only)

Ad groups and Keywords

- Purpose of Ad Groups
- Keyword Types (Broad, Phrase, Exact and Negative)
- Adwords Keyword Tool
- Text Ad Format
- Quality Score and Its Importance
- Understanding the Ad Group and Keywords Dash Board
- Automate Tool
- Search Terms
- Columns Customization
- Alerts Setting
- Filters

Ads Format and Ad Guidelines

- Ad Types in Adwords
- Text Ads and Guidelines
- Image Ad Formats and Guidelines
- Display Ad Builder Ads and Guidelines
- Video Ads Format
- Ads Preview and Diagnosis

Display Network Targeting

- Setting a Display Network Campaign
- Concept of CPM and Branding
- Automatic Placements
- CPC Bidding and CPM Bidding
- Manual Placements
- Placement Tool
- Contextual Targeting Tool
- Setting a Video Campaign
- Setting a Video Campaign
- Audience Tab

Conversion Tracking

- Purpose of Conversions
- Create your Conversion Tracking Code
- Tracking the Conversions for Multiple Product

Website Optimizer

- Using Website Optimizer Tool
- A/B Testing
- Multi Variant Testing

Reports and Improving Conversions

- Conversion Tracking
- Dimensions Reports
- Google Analytics Tools

Multi User Access

- User Access Levels
- My Client Centre (MCC)

SMO(Social Media Optimization) Training

Social Book-marking

- Stumble Upon
- Delicious
- Reditt
- Fave It
- E-buzz & More

Social Media Networking

- Verifying Twitter Account
- Facebook Profile
- Maintenance
- Facebook landing page
- Creation
- Google Buzz
- Myspace Connections
- Linked In Networking
- Kaboodle (only for productbased sites)

Blogging

- Blog Post Updating
- Blog Marketing
- Blog Commenting
- Local Business Listing
- Classifieds Posting
- Forum Signatures and
- Commenting
-

- Using Blogs for SEO
- Blog Commenting
- Writing a Press Release
- Article Submissions
- Video Submissions
- Social Media Optimization
- Social Networking Concepts
- Social Bookmarking
- RSS Feeds

Video Marketing

- Video Optimization
- YouTube
- MetaCafe
- AOL Videos

Email Marketing Training

Introduction to Email Marketing

- Benefits of Email Marketing
- Future Scope of Email Marketing
- Email Marketing Basics

Data Extraction

- Extract Data From Google & other Search Engines
- Extract data from LinkedIn

Data Filtering

- Email based Data
- Keyword Base data
- Country Based Data
- City Based data

Campaign Setup

- Campaign setup in Outlook
- Signature based Setup

Outlook Configuration

- Email Id Configuration
- Template Configuration

Email marketing tools

- Google trends
- Keyword Planner Tools
- Email Extractor Tools
- Data Sending Tools

Data management

- Data Management Strategies
- Data Management tools

Email Setup

- How to Create Email
- How to Configure with the Tools

Sending data techniques

- How To Send bulk Email
- Sending Data With different Techniques
- Introduction to Sending Data Tools

Generate Leads

- How to Check Responses
- How to Get Leads from Sending Data

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