

Digital Marketing – SMO

Social Media Optimisation

Digital Marketing

- What is Digital Marketing
- Difference between Traditional & Digital Marketing
- Digital Marketing Basics
- Basics of advertising
- What is Digital Media?
- Benefits of Digital marketing
- Latest Digital marketing trends
- Digital media marketing platforms
- Digital Marketing strategy for websites

SMO

- Introduction to SMO
- What is SMO
- Benefits of SMO
- Advantages of SMO
- What are the Search Engines?
- What are Keywords?
- Different types of keywords

Facebook marketing

- Understanding Facebook marketing
- 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 example)
- For engagement
- Important Apps to do fan page marketing
- Facebook advertising



- Best practices for facebook advertising
- Understanding facebook best practices
- Understanding edgerank & art of engagement

Video Marketing

- Understanding Video-campaign
- Creating First Video Marketing
- Importance of Video Marketing
- Benefits of Video Marketing
- Uploading videos on video marketing website
- Using youtube for business
- Developing youtube video Marketing Strategies
- Bringing visitors from youtube video to your website
- Creating video Adgroups
- Targeting options

Twitter Marketing

- Benefits of Twitter
- Difference between SMM & SMO Profile Creation and Management
- Benefits of using Social Media
- Social Media Strategy
- Social Media Metrics in SEO
- Design the Twitter Page
- Types of Tweets
- Content Strategy for Twitter
- #Hashtags and its uses.
- Twitter Analytics

Mobile Marketing

- Understanding Mobile Devices
- Mobile Marketing & Social Media
- Mobile Marketing Measurement & Analytics
- Fundamental of Mobile Marketing
- Key Industry Terminology
- Creating Mobile website through Wordpress
- Using tool to create Mobile Website
- Extended-in-detail with Example
- Using tool to create Mobile App
- Extended-in-detail with Example

- Advertising on mobile(App & Web)
- Extended-in-detail with Example
- Targeting Ads on App
- Extended-in-detail with Example
- targeting Ads via Location
- Extended-in-detail with Example
- Targeting Ads Via Search Engine
- Extended-in-detail with Example
- Content Marketing on Mobile
- Extended-in-detail with Example
- Mobile st Mobile strategy-segmentations option targeting and differentiation
- Extended-in-detail with Example
- Mobile Marketing Mix
- Extended-in-detail with Example
- SMS Marketing
- Extended-in-detail with Example
- Creating Mobile Application
- Extended-in-detail with Example
- Uploading Mobile App in Android and iOS
- Extended-in-detail with Example
- Testing of Function

Linked In Marketing

- Why LinkedIn?
- LinkedIn Strategy
- Creating a LinkedIn Profile
- Creating Company Page
- Improving Connections
- Improving Recommendations
- Other Social Networks
- Pinterest [Info Graphics Marketing]
- Stumble Upon
- Document Sharing Networks

Email Marketing

- What is Email Marketing?
- How Email works?
- Challenges faced in sending buld messages



- 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 platform to do Opt-in Email Marketing
- Setting up lists & web form
- Creating a broadcast Email
- What are auto responder?
- How to do bulk Emailing?
- Best practices to send bulk Email
- Trick to land in inbox instead of spam folder
- Top Email Marketing Software's & a glimpse of how to use them
- Improving ROI using A/B Testing
- Extended-in-detail with Example