

# EXECUTIVE PROGRAM IN DIGITAL MARKETING

For Professionals, Students &  
Business Owners

LEARN DIGITAL MARKETING AND BUILD A  
REWARDING CAREER WITH RIGHT CERTIFICATION



Aim for  
Digital Marketing  
Excellence

Support  
Digital  
Transformation

Build Powerful  
Online Value  
Chain

# Reasons To Choose

## Agrestis Technologies Digital Marketing Program



Become A Google Certified Professional



Learn From Industry Experts



Learn A to Z Digital Marketing



Free Backup & Doubt Sessions



Comprehensive Practical Training



Student's Feedback



Build Your Own Website



Targeted Approach



100% Placement Support



Live Projects Experience



Lifetime Query Assistance



Free Tools & Softwares



Simple Step By Step Process



Flexible Process Fits Your Schedule

**AGRESTIS**  
TECHNOLOGIES PVT LTD

SCO-134 2nd Floor, Sector-5 MDC  
Panchkula, Haryana - 134109  
0172-4085408, +91-6239708687  
Email : [info@agrestistechnologies.com](mailto:info@agrestistechnologies.com)  
[www.agrestistechnologies.com](http://www.agrestistechnologies.com)

# 1. Digital Marketing Overview

- Definition of Digital Marketing
- Scope Of Digital Marketing
- Trends Of Digital Marketing
- Significance Of Digital Marketing
- How It Is Different From Traditional Channels Of Marketing

# 2. Understanding Website Designing

- Dynamic vs Static Website
- What Are Responsive Websites?
- Components Of A Website
- Difference Between Website And Blog
- Difference Between Website And Web Portal
- Points To Consider While Designing A Website
- Competitor Analysis

# 3. Static Website Creation

- Basic HTML
- What Is CSS
- Understanding Web Design
- Understanding The Structure In HTML Code
- Designing the Structure According To The Requirements
- Incorporating Basic Features
  - Page Internal Linking
  - Creation Of Inner Pages
  - Adding Facebook Like Box, Twitter Feed, Google Map, Enquiry Form & Live Chat

# 4. Domain Registration & Hosting

- What Is Domain Name
- How To Choose Domain Name
- What Is Web Hosting
- How To Choose Hosting
- What Is Shared Hosting
- What Is VPS (Virtual Private Server)
- What Is Dedicated Hosting
- How To Host A Domain
- What Is FTP
- Understanding c-panel
- What Is SSL
- Protocol HTTP/HTTPS
- How To Create Business e-mail ids

## 5. Wordpress Website Creation

- What Is CMS
- What Is Blog
- Understanding Wordpress & Its Functioning
- How To Install Wordpress
- Theme Selection & Installation
- Exploring Theme Options
- Creation Of Pages & Menus
- Content Building For Front Page
  - Testimonials
  - Team Members
  - Counters (Milestone)
  - Image Slider
  - Pricing Tables
- Blog & their Categories
- Clients
- Call To Actions
- Service Box (Flip & Icon)
- Progress Bars
- Gallery (Masonry, Grid, Animated & Stripes)
- Adding Required Plugins
- Introduction To Woo Commerce
- Payment Gateway Integration
- Creation Of Page Using Page Builder (Visual Composer)
- Register/Login Option
- Widget Creation (Side Bars, Footers)

## 6. Advance Search Engine Optimization

- Introduction & Understanding Of SEO And Search Engines
- Understanding Basic SEO Terminology
- Types Of SEO With Brief Explanation
  - White Hat SEO
  - Black Hat SEO
    - Doorway Pages
    - Invisible Text
    - Stuffing
    - Cloaking
  - Grey Hat SEO
- On-Page SEO
  - Competitor Analysis
  - Initial Site Analysis
  - Keyword Research & Mapping (Placement)
  - Analytics & Webmaster Code Integration
  - Site Map (HTML & XML)
  - Robots.txt
  - Canonicalization
  - Internal & External Linking & Its Benefits
  - 301 & 302 Redirections
  - Structured Data Mark Up (Schema)
- Off-Page SEO
  - Types Of Links
  - Directory Submission
  - Social Book Marking
  - Article Submission
  - Guest Blog Posting
  - Blog Commenting
  - Press Release
  - Question/Answers
  - Business Listing & Classifieds
  - Profile Creation
  - Forum Posting

- SEO Tools
  - Screaming Frog
  - Mozbar
  - Ahref
  - Open Site Explorer
  - Plagrism Checker
  - Woorank
- Algorithms
  - Panda
  - Penguin
  - Pigeon
  - Hummingbird
- Google Webmaster Tool
- Backlink Analysis
- Disavow Tool

## 7. Advance Adwords PPC

- **What is PPC?**
  - How PPC differs from SEO?
  - Understanding Advertising Goals
  - What is Google Adwords?
  - Account Creation
- **What is Shopping Network & Merchant Center**
  - Creating Merchant Center Account
  - Google Merchant Center Linking With Adwords
  - Creation Of Shopping Campaign
- **What is Search Marketing?**
  - Types of Ads
  - Do's & Don't's of Ads
  - Keyword Match Types
  - Remarketing
  - Bid Strategies
  - DKI (Dynamic Keyword Insertion)
  - Count down Ads
  - Bid Adjustment
  - Ad Extensions
  - URL Option
- **What is App Marketing?**
  - Mobile App Install
  - Mobile App Engagement
  - Promote Mobile App
  - What is Remarketing?
- **What is Display Marketing?**
  - Remarketing
  - CPM Vs CPC
  - Branding With Display Marketing
  - Type Of Ads
  - Creation Of Banner Ads

- **What Is Video Network?(YouTube Marketing)**

- ⊙ True View In-Stream Ads
- ⊙ True View Video Discovery Ads
- ⊙ Bumper Ads
- ⊙ Remarketing
- ⊙ Video Remarketing
- ⊙ What Is CPV?
- ⊙ Promoting Videos
- ⊙ Paid Advertisement on Youtube

- What is Remarketing?
- Custom Audience
- What is Bid and Budget?
- Google Adwords Hierarchy
- Account Creation
- Understanding Account Structure
- Case Studies
- Advance Settings
- Campaign Designing & Optimization
- What Is Quality Score & Its Importance
- Concept Of Landing Page
- Conversion Tracking

- Ad Scheduling & Delivery
- Advance Settings
- Competitor Analysis
- Google Adwords Facts
- My Client Center
- Campaign Automation
- Countdown & Keyword Insertion
- CTR And Its Importance
- Ads Bid Strategies
- Adwords Billing
- Adwords Tools
- Adwords Examination Books

- **Conversion Rate Optimization**

- ⊙ CRO Strategy
- ⊙ A/B Testing - Split Testing
- ⊙ Role Of Analytics
- ⊙ Remarketing Principles
- ⊙ Budget Allocation Over Digital Marketing
- ⊙ Role Of Testimonial & Other Supportive Material
- ⊙ Method To Increase CRO

## 8. Bing Ads

- What is Bing Ads, How does PPC works?
- How to run Search Campaign?
- Import from Google Adwords
- What is a UET Tag?

- Keyword Research
- Bing Ads Policies
- Remarketing in Paid Search
- Ad Extensions
- Dynamic Keyword Insertion

## 9. Social Media Optimization/ Marketing

- Social Media Introduction
- What Is Viral Marketing?
- Scope & Importance Of Social Media
- Facebook
  - ◉ Facebook & Instagram Marketing
  - ◉ Facebook Business Page Creation
  - ◉ Business Page Optimization
  - ◉ Adding Features into Page
  - ◉ Facebook Groups
  - ◉ Facebook Ads
  - ◉ Facebook Retargeting
  - ◉ Facebook Power Editor
  - ◉ Facebook Shopping Ads
  - ◉ Facebook Video Marketing
  - ◉ Lead Generation through Facebook
  - ◉ App promotion through Facebook
  - ◉ Reporting & Analysis
- Instagram Ads
  - ◉ Creating A Business Page
  - ◉ Switching Accounts
- Twitter
  - ◉ Twitter Profile Optimization
  - ◉ Using Hashtags
  - ◉ Increasing Followers
  - ◉ What is Re-tweet and Mention?
  - ◉ Twitter Ads
  - ◉ Twitter Retargeting
  - ◉ Twitter Video Marketing
  - ◉ Lead Generation through Twitter
  - ◉ App promotion through Twitter
  - ◉ Reporting & Analysis
- LinkedIn
  - ◉ Creating Strong profiles on LinkedIn
  - ◉ Creating Company profiles
  - ◉ How to Post Jobs on LinkedIn
  - ◉ How to create Groups on LinkedIn
  - ◉ LinkedIn Ads
  - ◉ LinkedIn Retargeting
  - ◉ Sponsored Content Ads
  - ◉ Text Ads
  - ◉ Sponsored In-mail Ads
  - ◉ Reporting & Analysis
- Google Plus
  - ◉ Creating and Optimizing Google Plus Profile
  - ◉ Circle Management & Communities
  - ◉ Turn Your Profile into a 24/7 Digital Business Card
  - ◉ Create Your Google+ Business Page
  - ◉ Add a Google Plus Button to Your Website
  - ◉ Know how to share links, images, videos, and create polls.
  - ◉ Find, Connect, and Engage with your exact target audience.
  - ◉ Reporting & Analysis
- Youtube
  - ◉ How to Upload Videos
  - ◉ On-Page Optimization of Videos
  - ◉ How to add End Screens & Annotation to Videos
  - ◉ How to add Cards to Videos
  - ◉ How to add Subtitles to Videos in different languages
  - ◉ SEO of Videos

## 10. Google Analytics

- Web Analytics & its importance
- Introduction to Google Analytics
- Essential Google Analytics Reports
- Setting up Advanced Filters & Reports
- Setting up Goals & Funnels
- Tracking Conversion & Performance
- Monitoring Traffic Sources & Behavior
- Analytics For E-commerce
- Analytics For E-mails
- Advance URL Tracking

## 11. E-mail Marketing

- Understanding & Benefits of Email Marketing
- Permission Marketing & Spamming
- Designing an Effective Email Campaign
- Email Marketing Tools
- Email Guidelines(CanSpam)
- How to Increase Open & Click through rates
- Tracking Email Marketing Reports
- Blog Email Automation
- Subscription Email Automation
- eCommerce Automation
- Creating Signup form for website

## 12. Affiliate Marketing

- Affiliate Marketing with its benefits
- 3A's of Affiliate Marketing
- Ways of Affiliate Marketing and Success
- How to make Money
- Affiliate Marketing Agencies
- Affiliate for Hotel Industry
- Affiliate for Travel Industry
- Affiliate for eCommerce Industry
- Affiliate Tracking Affiliate's Software

## 13. Google AdSense

- What is AdSense?
- How to get approval for AdSense?
- How to gets Ads on your Blog/Youtube
- Ads Placement
- Block specific Sites or Category

## 14. Geo Targeting

- Introduction To Geo Targeting
- IP Based Geo Targeting
- Tracking Email Location
- Website Planning Based On Geographic Targeting
- Keywords Selection Based On Geographic Targeting
- Regional Listing
- How To Reach Visitors From Different Countries



## 15. Guerrilla Marketing

- Introduction To Guerrilla Marketing
- Guerrilla Marketing History
- Integration Of Guerrilla Marketing Ideas
- Exploring The Creative Idea
- Launching Your Fictional Project

## 16. Creating Digital Marketing Strategy

- Examples of Integrated Marketing Plans
- Using the Best Digital Marketing Channels for Maximum Impact
- Create an Integrated Digital Marketing Plan

## 17. SMS Marketing

- Introduction To SMS Marketing
- Why SMS Marketing?
- Kinds Of SMS
- Promotional SMS
- Transactional SMS
- How to Integrate SMS On Softwares

## 18. Lead Generation & Nurturing

- Understanding & Importance
- Landing Page Creation
- Best Practices for Creation
- Landing Page Optimization
- Converting Leads into Sales
- Creating Lead Nurturing Strategy
- Lead Funnel

## 19. e-Commerce Marketing

- What is e-Commerce Marketing?
- Categories of e-Commerce
- e-Commerce scenario in India
- SEO Strategy for e-Commerce Website
- Types of e-payments
- Digital Marketing in eCommerce
- Paid Marketing for eCommerce
- Challenges in e-Commerce
- Landing Page Optimization for eCommerce

## 20. e-Commerce Development

- Creating e-Commerce Website
- eCommerce CMS Management
- International eCommerce Strategy
- Gateway Providers & Policies
- Mobile Payments
- Core Selling Strategies

## 21. Online Advertising

- Online Advertising and its Types
- Display Advertising
- Banners
- Rich Text
- Pop Up and Pop Under
- Contextual Advertising
- In-text
- In-image
- In-video
- In-page
- Payment Modules
- Companies and Networks
- Tracking and Measuring

## 22. How To Sell Digital Marketing Services / Freelancing

- How To Improve Your Personal Profiles
- How To Find Projects Online
- How To Grab Freelancing Projects
- Client Servicing – Proposal Creation

## 23. Online Reputation Management

- Understand Online Reputation Management
- Why is it required?
- Why PR is more powerful than advertising?
- Why ORM is Important?
- ORM Techniques
- Google Alerts and Mention
- How to Engage With Consumers Online?
- How to Tackle Negative Feedbacks?
- Links and Resources for further study  
Case Study

## 24. Content Marketing

- Introduction To Inbound Marketing
- Understanding content Marketing
- Generating Content Ideas For Business
- Effective Content Writing & Content Promotion
- Where To Find The HOT Venues
- Content Writers Are Publishing On Now.
- Conduct Proper Research For Your Projects

## 25. Professional Blogging

- Introduction To Blogging
- Blogging Best Practices
- Setting Up Your Blog - Live

## 26. Growth Hacking

- Introduction To Growth Hacking
- Growth Funnels & Tactics
- Growth Hacking Tools
- Case Studies Of Growth Hacking

# Certificates You Get

