

Agency Level' DIGITAL MARKETING Training!

MORE THAN 5000+ STUDENTS TRAINED!

Training +
Certifications +
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Who Needs This?

1. Job Shift Seekers
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3. Freelancers
4. Part-time Money
5. Online Money Earning
6. Trainers
7. Students

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DSCI
PROMOTING DATA PROTECTION



Curriculum



1. Digital Marketing Introduction
2. Hosting & Domain: Website Development, Graphic Designing
3. Organic Traffic: Search Engine Optimization (SEO)
4. Inorganic/Paid Traffic: Search Engine Marketing (SEM)
5. Online Display Marketing (SEM)
6. Video Marketing
7. Google Analytics Analysis
8. Content Marketing
9. Social Media Optimisation & Marketing (SMM)
10. Lead Generation
11. Email Marketing, Bulk SMS Marketing
12. Making Digital Marketing Strategy
13. Mobile Web Advertising
14. ECommerce & PLAs (Product Listing Ads)
15. Content Marketing Strategy
16. Whatsapp Marketing.
17. Passive Income: Google AdSense, Blogging, Affiliate Marketing
18. Google Reviews: Online Reputation Management (ORM)
19. Strategy to get DM Projects (Freelancing)
20. Viral Marketing, Influencer Marketing, Forum Marketing
21. Assistance In Clearing Google Certification

Digital Marketing Introduction

- What is Digital Marketing?
- Digital Marketing Vs Traditional Marketing
- 6 Steps Towards Success in Digital Marketing Visibility Engagement Traffic (Inbound & Outbound) Conversion Re-marketing Strategy Evaluation



Hosting & Domain: Website Development & Graphic Design

Hosting Plans & Domain Extensions Website

Blueprint & Objective Types of Websites How to use

Canva for Graphic designing.

Organic Traffic: Search Engine Optimization (SEO)

- What are SEO & SERP?
- Search Engines Functionality
- Keyword Research & Types of Keywords Search Operators
- On-page Optimization
- Keyword Stuffing Vs Keyword Placement Off-page Optimization
- Domain Authority Vs Back links
- Local SEO
- Making SEO Strategy for a Business
- Different Google Algorithms
- Website Suspension & Block



Inorganic/Paid Traffic: Search Engine Marketing (SEM)

- Types of SEM
- Google Adwords Introduction
- PPC Marketing Introduction
- Google Adwords Account Creation
- Campaign Structure: What are Campaigns, Ad-groups, Ads, Keywords?
- Search Campaign Vs Display Campaign
- What are Ad-rank, Quality Score, CTR, Bids?
- Ad-Extensions
- Keyword Planner Tool
- Types of Keywords: Broad, Phrase, Exact, Synonym, & Negative
- How to Write Attractive Ad Copy?
- Conversion Tracking
- Analyzing Competitors Strategy



Online Display Marketing (SEM)

- Types of Display Marketing?
- What is CPM?
- Ads Placement
- What are Text Ads, Banner Ads & Video Ads?
- Custom Audience & Remarketing
- Display Marketing Platforms
- Tools to Create Banner ads (CANVA)

Video Marketing

- Video Marketing Strategy
- Video Marketing Websites
- Importance of YouTube Passive Income: YouTube channels Traffic: YouTube Videos to Website YouTube Marketing



Google Analytics Analysis

- Google Analytics Introduction
- Analytics Account Creation
- Linking Website to Google Analytics
- Types of Goals
- What are Bounce rate, funnels, filters, segments, traffic sources?
- Linking Adwords to Google Analytics



Content Marketing

- What is Content Marketing?
- How to write blogs?
- How to use free tools to check plagiarism and quality of content?
- How to re-write content with tools.
- How to increase traffic with blogs on the website?

Social Media Optimisation & Marketing (SMM)

- **Knowing Different Social Media Platforms**
- **Introduction to Facebook, Twitter, Instagram, Pinterest, LinkedIn?**
- **Social media Influencers**
- **Facebook Marketing**
- **Creation of Facebook Page**
- **Types of Facebook Campaigns**
- **Engagement with Audience**
- **Messenger Chat Bots**
- **What are CPC, CPM, CPA?**
- **Lead Generation**
- **Conversions**
- **Facebook Marketing Tools**
- **Instagram**
- **Twitter Marketing**
- **TweetDeck & Other Tools**
- **Twitter Campaigns**
- **LinkedIn Marketing**
- **Purpose of LinkedIn**
- **Difference Between Business/Company Profile & Personal Profile**
- **LinkedIn Business Pages**
- **LinkedIn Advertising: Text & Banner Ads**



Lead Generation

- What are Landing page & Thank-you page?
- Difference Between Landing Page & Website
- How to Create Landing Page & Thank-you page?
- A/B testing for different types of Landing
- pages: Single opt-in & Double Opt-in forms
- Conversions from Leads Forms on the website



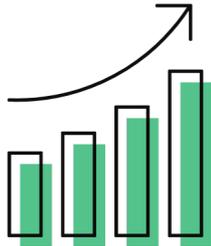
Making Digital Marketing Strategy

- Understanding Business Requirements
- Creating blueprint
- Understanding Resources & Elimination of cost
- Implementing Digital Marketing Strategy
- How to Start With Zero-Businesses?
- Alternatives to Existing Digital Marketing Strategy



Email Marketing, Bulk SMS Marketing

- **Attractive Email Copies**
- **Bulk Emails**
- **Tools for Email Marketing**
- **Building Email List from Web forms**
- **Broadcast Emails & Autoresponders**
- **Spam folder to Inbox**
- **One Month Email Marketing Strategy for Conversions**
- **How to send Bulk SMS?**
- **What are DND & Non-DND Messages?**
- **Tools to send Bulk SMS & Their Pricing**
- **How to promote your business using tik tok?**



Mobile Web Advertising

- **Mobile Friendly Websites**
- **Understanding Need of App**
- **Social Media Mobile Marketing**
- **Tools to create Mobile apps & Mobile websites**
- **Universal App Advertising (Google Adwords)**
- **Mobile Content Marketing**
- **Bulk SMSs**
- **Understanding Android (Playstore) & iOS**



ECommerce & PLAs (Product Listing Ads)

- **What are PLAs?**
- **Top Ecommerce Websites & Their Strategy**
- **Payment Gateways, Seller Accounts, & Logistics**
- **Woocommerce for eCommerce store with Wordpress**
- **Shopify**
- **Strategy for SEO to eCommerce Websites**
- **Affiliate eCommerce Stores**

Content Marketing Strategy & Whatsapp Marketing

- **Types of Content**
- **Understanding Keyword Planner Tool for Content Marketing**
- **How To Select Topics for Content?**
- **Importance of Blog for a Business**
- **Promoting Referral Traffic through Content**
- **Importance of Headlines**
- **Different types of Headlines for Email Marketing**
- **How to do whatsapp marketing? How to use Bulk Whatsapp Software to send messages in bulk in whatsapp?**



Google Reviews: Online Reputation Management

- **What is ORM?**
- **Google Reviews**
- **Brand Image: Positive Vs Negative**
- **How to Deal with Negative Reviews?**
- **Customer Centric Strategy For ORM**



Passive Income: Google AdSense, Blogging, Affiliate Marketing

- What is Affiliate Marketing? Affiliate Marketing Strategy Live Examples of
- Affiliate Marketing? Top Affiliate Networks in The world and India VCommission Junction What is AdSense? AdSense Vs Adwords Strategy to get AdSense approval
- What is Blogging? Blogging Strategy
- HOW TO MAKE MONEY ONLINE? YouTube AdSense | Google AdMob |
- Amazon Associates | Amazon Influencers | Amazon mTurk | Flipkart
- Affiliate | Shopclues | Hosting Affiliate | CJ - Commission Junction |
- Click Bank | Online Freelancing (Freelancer | Upwork | PeoplePerHour | Fiverr) | GrabPoints | Offline & Online Training (zoom.us | Gotomeeting | TeamViewer | AnyDesk) | Udemy - Selling a Course | Instamojo - Online Payment | MyDreamStore | Teespring | Shutterstock Contributors | Selling Social Media Followers | Social Blade - Statistics | Selling Softwares (Bulk Whatsapp | Google Maps & JustDial Data Extractors)



Strategy to get DM Projects (Freelancing)

- **Online Freelancing Websites**
- **How to grab Freelancing Project Online?**
- **How to grab Freelancing Project Offline?**
- **Freelancer to Established Company**



Viral Marketing, Influencer Marketing, Forum Marketing

- **How to do Viral Marketing?**
- **How to do Influencer Marketing?**
- **How to do Forum Marketing? (QUORA)**



Assistance In Clearing Google Certification

- **How to prepare for Google Certifications and other certifications like Facebook, HubSpot, Bing, etc..**



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**Digital
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