



Certified Training in **DIGITAL MARKETING**

Class Room | Online | Corporate Training

In Association with



About Us

The most common 3Ws. Who, What, & Why.

Who we are?

Digitoze is a full-fledged digital marketing company, Head office at Hyderabad, India, with 4 Domestic branches and 4 International branches. Our core competencies are digital marketing and technology solutions. Established in 2016, we have been training the people to create havoc in digital marketing making a firm place of their competencies in the market.

We are a group of curious people who share a passion for spreading knowledge and making digital experiences that generate bigger results. With more than 2 decades of Online Marketing, Brand Positioning in the Cyberworld, and Digital Marketing Services Consultant and Business Owner expertise, Digitoze aspires to be one of the leading digital marketing and website development agencies in Hyderabad. We are a registered company in Hyderabad and our main goal is to train students the complete digital marketing strategies, meet client's needs and satisfy them.

Digitoze incorporates a team of extremely driven and digitally avid professionals. Our team perpetually works on making the learning process as easy and fun for students as possible and on new technologies and looks for new promoting methods for business development and growth.

What do we do?

We believe in the motto of 'learn as if you were to live forever' and apply the same in delivering the coaching programs with an integrated approach to classrooms, online, and e-learning coaching modes. Our coaching programs are planned and developed in a very sensible manner and specialize in the candidate's ability and work on enhancing their behavioral and technical skills, thereby creating them to conquer this competitive field.

We never quit while not putting that extra effort in providing the surpassing price to the company's approach. With in-depth skills, distinctive experience, and comprehensive analysis, we aspire to become a pioneer within the coaching domain. The demand for the large information, Information Science, and Digital selling within the Digital era has created countries that transcend and render students the most effective coaching by masters of business.

Why choose us?

We are on a mission of rendering the students coaching on the world's most happening sectors and making them job-ready to conquer the competitive challenges. We believe that learning one thing in an exceedingly sensible manner stays in mind forever, therefore we have a tendency to train and create the student's work on time period, case studies to make them get sensible information besides theoretical ideas. We value all the time and money spent by students on learning, be it as room or e-learning. Therefore we set a scope on understanding the individual requirements, respect, and compassion for the views of each individual, appreciation of intellectual excellence and power, offer tutorial integrity, liability and make associates in nursing untied spirit of analysis, rationality, and action.

KEY HIGHLIGHTS



**Training by
Real time Experts**



**Material Case Studies
& Assignments**



**Workshops with
Industry Experts**



**One on One with
Industry Mentors**



**Dedicated
Student Manager**



**Placement
Assistance**



**Hands on
Traning**



**Doubt Clarification
Sessions**



**Value Packed
Sessions**



**Resume & Interview
Prep. Guidance**



**Course is Curated by Subject
Matter Experts in Digital Marketing**

Certified Training in **DIGITAL MARKETING** Program

Right From **Basics to Professionals**

We have it all for students, Business Owners, Working Professionals who want to become aspiring **Digital Marketers**.

30+

Modules

15+

Assignments

4+

Assessments

Making the Course one of its best in **INDIA**

MODULES

Website Designing

Search Engine Optimization

Search Engine Marketing

Display Marketing

Video Marketing

Social Media Marketing

E-mail Marketing

Online Reputation Management

Blogging & Online Money Making

Web Analytics



MASTER STROKE

by **Shakir Ali**

Founder & CEO

360 Degree Implementation

Digital Marketing Tools

Social Media Listening

Influencer Marketing

Affiliate Marketing

Lead Generation & Lead Nurturing

Inbound Marketing

CRM , Cloud Telephony

SMS Marketing

Careers in Digital Marketing



We Go Beyond Training!



5000+
Trainees

4+
Countries

200+
Batches

400+
Success
Stories

GO BEYOND YOUR DEGREE
with **DIGITAL MARKETING** Course



Introduction to Website

- Introduction
- What Is Domain?
- How to Buy A Domain?
- How to Configure A Domain to Site
- Hosting Architecture

Wordpress Setup

- Types of Hosting
- Hosting The Website Practically
- Introduction to Wordpress
- Wordpress Theme Setting
- Wordpress Plugins
- Seo For Wordpress
- Blog Creation
- Widget Configuration



Introduction to SEO

- Introduction
- Understanding the website
- Business Analysis
- What is Search Engine Optimization?
- History of Search Engines
- Importance of SEO in Digital Marketing
- How SEO can help in In leveraging Business
- SERP Layout
- Different Types of Search Engines
- How Search Engines Work?
- Operators Used in SEO
- Algorithms and updates of Google

On Page Optimization

- What is on Page Optimization
- Types of websites
- Web layout Structure
- File Name Optimization
- Title Optimization
- Meta Description, Meta Robots
- Canonical URL
- Heading Optimization
- Bread Crumbs
- Content Optimization
- Anchor linking
- Image optimization
- Embedding video
- Footer Optimization
- Dynamic Site Optimization
- Wordpress SEO

Research and Analysis of Keywords

- What is a keyword?
- Types of keywords?
- Keyword Research Techniques
- Fitting keywords to the Project
- Keyword Research tools

Off page Optimization

- What is Off Page Optimization
- Difference between On page and Off Page Optimization
- Importance of Back links and Citations in SEO
- Link Building Techniques
- Directory Submission
- Classified posting
- Social Bookmarking
- Social media Optimization
- Social Media Marketing
- E- Mail Marketing
- Search Engine Marketing
- Image Submission
- Video Submission
- Document submission
- Press Release
- Setting Up blog

Technical Seo

- Non WWW to WWW
- Url Redirections
- Robots.tx
- Sitemap Submission

Black Hat SEO

- Black hat tips and tricks
- Google penalties

Search Console

- How to submit a website to search console
- URL Inspection
- Performance
- Index coverage
- Sitemaps
- Mobile usability
- Links
- Security and manual actions

SEO Recovery techniques:

- Disavow tools
- Ahrefs tool
- Understanding google penalties

SEO Reporting

- Diagnosis of SEO
- SEO Report Card creation
- Recovery of website in Search Engine

SEO Tools

- SEM Rush
- Ahrefs
- Majestic SEO
- Keyword Planner
- Keywordtool.io
- Disavow tool



Introduction to Google Ads

- History of Google Ads
- Why google Adwords ?
- Difference between bing ads and google ads
- Understanding the KPI
- Benefits of Google Ads

Setting up adwords account

- Sign up Process
- Billing setting
- user account creation
- User Access Levels
- Setting up Campaigns

Campaign Set up

- Types of Campaigns
- How to fit the right campaign to the business Objective
- Location Setting
- Language Setting
- Ad rotation
- Experiments
- Daily budget selection
- Ad scheduling

Adgroup Set up

- What is Ad Group?
- How to set up Ad Groups
- Keyword Research
- Keyword Match Types
- Broad Match
- Broad Match Modifier
- Phrase Match
- Exact Match
- Negative Match
- Keyword Planner Tool

Ads Set up

- Setting up Google Ads
- Different types of Ads
- Expanded Ad Format
- Responsive Ad Format
- Call Only Ad
- Structure of Ads
- Writing the Ad Copy
- URL Options
- Mobile URL Option
- Google Ads Guidelines

Auction Process

- How google ads auction occur?
- Metrics of google ads
- Ad rank calculation
- quality score
- Quality score calculation
- Factors affecting Quality score
- What is Actual CPC
- How is it Actual CPC Calculated?

Ad Extensions

- Sitelinks Extension
- Callout Extension
- Structured Snippet
- Call Extension
- Message Extension
- Location Extension
- Affiliate Location Extension
- Price & Promotion Extension
- App Extension

Conversion Tracking

- What is Conversion?
- Types of Conversions
- Website Conversion
- Live Practical integration of conversion tracking
- App Conversion
- Call Conversion
- Offline tracking (Import)
- Implementation Conversion Tracking
- Dynamic Conversion Tracking (E-commerce Sites)

Search Ads Campaign

- What are Search Ads?
- Objectives of search Campaign
- Bidding Strategies
- Budget Settings
- Automated Targeting
- Creating Custom Ads
- writing awesome headlines
- Integrating Ad extensions
- Fitting right keywords

Display Ads Campaigns

- What are Display Ads?
- Type of Display ads
- Objectives of Display Campaign
- Bidding Strategies
- Budget Settings
- Audience Targeting Methods
- Demographic Targeting
- Content-based Targeting
- Automated Targeting
- Types of Ad Formats
- Creating Custom Ads

Gmail Ads

- Creating a Gmail Ads Campaign
- Targeting based on keywords, Remarketing
- Gmail Ads measurement
- Tracking Gmail ads

Video Ads Campaigns

- Why video marketing?
- Creating Video Campaigns
- Instream Ads
- Discovery Ads
- Out Stream Ads
- Bumper ads
- Ad sequence Ads
- YouTube Targeting options
Age/gender/ Affinity Audience/keywords/
topics/placements
- Remarketing lists
- Bidding Types
- Type of YouTube Ads
- Creating a YouTube Ad
- Reporting and Analysis

Shopping Ads

- Shopping Ads Campaign
- What are Shopping ads?
- Shopping Campaign Setup
- Google Merchant Centre set up.
- Datafeed Setup
- Datafeed Properties
- Adgroups and Product groups
- Activating merchant center
- Integrating Merchant center to google Ads accounts

Remarketing Campaign

- What is Remarketing?
- How to build audience list?
- How do segmentation of lists?
- Types of Remarketing Audience
- Dynamic Remarketing set up (Ecommerce Sites)
- Website audience
- App Audience
- Customer List
- Various types of customer Lists
- Custom Remarketing List
- Creating Remarketing Campaign
- Measuring Results of Campaign
- Mobile Marketing Campaign
- Importance of Mobile Marketing
- Types of Mobile marketing campaigns
- Creating Universal app campaign
- Bidding Strategies
- Location & Budget settings
- Ad Setup
- Conversion Tracking
- Reports

Google Ads Certification

- How to take up test
- Eligibility rules
- Duration of each test
- Different types of Google Ads examinations
- Search
- Display
- Mobile
- Video
- Fundamentals
- Sample Google Ads question and answer guide
- How to get google Partner Badge

Assignment & Assessment

- 3 Assignments
- 2 Tests



Social Media Optimization Introduction

- What is social media marketing?
- How is it important in business?
- How can social media be integrated with the website?'
- Case studies on various social media platforms
- Decoding brands
- Setting up a vision, mission & goals for social media optimization

Facebook Marketing

- Importance of facebook in branding a product or service
- How can facebook leverage the business
- Facebook user profile creation
- Page creation
- Edge Rank Algorithm
- Group creation
- Event creation
- Facebook updates
- Facebook resources
- Facebook Like Box
- Facebook top brands case study
- Facebook layout
- Facebook hidden buttons.
- Facebook tricks
- Facebook content creation strategy
- How to improve likes ,share and comments
- How to build brand on facebook
- Facebook budget management
- Hash tags
- Facebook advertising
- Sponsored posts
- Sponsored stories
- Sponsored events
- Sponsored likes
- Custom Tabs
- Facebook Tools

Twitter Marketing

- Importance of twitter in building brand & business
- Fan Engagement in twitter
- Creation of twitter profile
- Writing search engine content as bio for twitter
- Hash tags
- How to engage with users on twitter
- How to integrate twitter with other social -networking sites
- Case studies on twitter

Linkedin Marketing

- What is linkedin?
- How is linkedin important for business?
- Role of linkedin in lead generation
- Role of linkedin human resource department
- Profile creation
- Company page creation
- Group creation
- User engagement
- Linkedin Campaigns
- Linkedin Ads

YouTube Marketing

- What is Video Marketing
- Statistics of Video Marketing
- Creating a YouTube Channel
- Customizing the YouTube Channel
- Create a video marketing strategy
- Viral video examples
- Types of Video Posts
- How to create YouTube Videos
- How to Rank YouTube Videos on top
- Custom settings in videos
- YouTube Engagement Metrics

Continued ...

- Increasing Subscribers
- End Screens & Cards
- How to use Playlists
- Understanding copyrights and spam
- YouTube Creator Studio
- In-depth Statistics Analysis
- YouTube Tools & Plugins

Instagram Marketing

- How Brands use Instagram
- Creating an Instagram Account
- Tour of Instagram App
- Content strategy for Instagram
- Story vs Instagram Post
- How to use Stories?
- How to use Hashtags?
- Tools used for finding trending hashtags
- Tools used for Influencer Marketing
- What is IG TV?
- How to use IG TV?
- Instagram Ads
- Objectives of Instagram Ads
- Reports & Analysis

Pinterest Marketing

- What is Pinterest?
- Why Pinterest is used for marketing ?
- Creating a Pinterest Account
- Customizing the Profile
- Pinterest Pins Strategy
- Boards on Pinterest
- How to Create Pins
- Pinterest Plugins
- Generating Engagements
- importance of Pinterst
- Integrating Pinterest in Site
- Engagement Metrics for Pins
- Pinterest Analytics
- Pinterest Ads

Quora Marketing

- Introduction to Quora
- Benefits of Quora Marketing
- Creating Personal Quora Account
- Profile Setup
- Following Topics
- Writing Answers on Quora
- How to Engage with Users
- Quora Engagement Metrics
- Quora Analytics
- Creating Quora Business Page
- Answering questions
- Quora advertising
- Types of Quora Campaigns
- Reports & Analysis

And

- Slide share
- Scribd
- Stumble upon
- Digg
- Delicious

Social Media Tools

- Hootsuite
- Buffer App
- IFTT
- Every Post
- Agora Pulse



- What is E Mail Marketing?
- How is E-Mail Marketing Important in Digital Marketing?
- Why E- Mail Marketing?
- Types of News Letters

Setting up Campaigns

- What to write?
- How to write ?
- E- Mail Scheduling?
- List Creation
- OPT in List
- Double Opt in List
- E- Mail Template Design Parameters
- Email for lead generation
- Drip campaigns for lead nurturing
- Work flow automations.
- Types of Campaigns
- How to ensure that email is delivered to inbox
- Spam Words not to be used in Mail template

E-Mail Marketing Reporting

- E- Mail Reporting Metrics
- Open rate Calculation
- Click Rate
- Unique opens
- Unique Click
- Hard bounce
- Soft Bounce
- A/B Testing



- What is Affiliate Marketing
- How is it important In digital Marketing?
- How to increase ROI Of business Using Affiliate Marketing

How Affiliate Marketing works

- How Affiliate Marketing Works
- Components Present in Affiliate Network
- Costing Techniques
- Attribution Models
- How to identify Publishers
- How to recruit Publishers
- How to retain Publishers
- What type of products are to be assigned to Publishers
- How to identify merchants
- Affiliate Marketing tools



- What is Online Reputation Management?
- Understanding the Customer sentiments
- How to deal with negative Reviews
- How to Engage With Customers
- Tools Used in ORM
- ORM Case Studies



Introduction to Web Analytics

- How to Link Website to Google Analytics Account

Understanding Metrics

- User
- Session
- Visit
- Page views
- Unique Page views
- Goals
- Unique Sessions

Audience

- Active users
- Cohort Analysis
- Demographics
- GEO
- Interests
- Behaviour
- Technology
- Mobile
- Benchmark
- Users Flow

Acquisition

- Tree maps
- Channels
- SEO
- Adwords
- Social Media
- Campaigns

User Management

- Adding users to the account

Behaviour

- Behaviour flow
- Sitespeed
- Site search
- Site Content

Goal Tracking

- Goal Tracking Setup

Online Money Making Practices



- Blogging Practices
- Domain Purchase
- Hosting Purchase
- Setting up Blog
- Wordpress Blog set up
- Affiliate Marketing Practices
- Setting up Adsense Account
- How to get Adsense Approval
- How to start Video Channel in youtube
- How to earn through Youtube
- How to partner with Merchant
- Blogging Tricks
- Idea Generation

Digital Marketing Setup Strategy



- Project Report
- Setting up strategy for a project
- Swot analysis
- Analysis of KPI's



MASTER STROKE
by Team **DIGITOZE**

360 Degree Implementation

Digital Marketing Tools

Social Media Listening

Influencer Marketing

Affiliate Marketing

Lead Generation & Lead Nurturing

Inbound Marketing

CRM , Cloud Telephony

SMS Marketing

Careers in Digital Marketing

360 Degree Implementation

- Building Digital Marketing Strategy from scratch
- Complete Recap of Digital Marketing
- Defining KPI's
- Defining Audience
- Segmentation of audience
- Mapping Modules to the Conversion funnel
- Designing Lead generation strategy
- UI & UX metrics
- Landing page Designing
- Speed
- Compatibility
- URL structure
- Content
- Code Setup
- A/B testing
- Setting pixels
- Rotating the funnel
- Acquisition and retention models
- Google Analytics set up
- Facebook Ads set up
- Google Ads set up
- Automations Set up
- SMS API Integration model
- Campaigns set up based on Business requirement
- Email API Integration
- Remarketing
- Dynamic Remarketing
- Conversion tracking
- Offline Tracking set up
- Connecting Affiliate Links
- Building Social Media Pages
- Building smart campaigns based on the KPI's
- Art of curating content
- Content Marketing

- Sales funnel implementation
- Blogging for Business
- Ebooks , Webinar and freebies strategy
- Coupons & Links Integration
- 3rd Party Affiliate Integration
- Reporting based on funnel
- Experimental Marketing
- Custom variables
- Cohort Analysis
- Events and custom variables tracking
- Visual Merchandising
- Connecting offline audience to online channels
- Connecting online audience to Offline channels
- When should a company ignore SEO and Work on Inbound and funnel based Marketing.
- 360 degree rotation for maximum visibility and conversions

Inbound Marketing :

- Landing Page Designing
- Landing Page Architecture
- Landing Page tools
- Integrating CRM with landing Page
- Workflow Automation in CRM
- Importance of POP ups
- Types of pop ups
- Importance of Push Notifications
- Fancy Widgets For Lead Generation
- Chat Box & Chat Bots Configuration

Digital Marketing Tools

- Discussion on What tool to use for the right channels
- Website tool kit
(SEO plugins, speed optimization plugins, themes, pop ups, widget bars, chat box etc)
- SEO Tools
- Keyword research tools
- Back link checking tools
- On page optimization tools
- Keyword position analysis tools
- Plagiarism checking tools
- Search console
- Speed checkers
- GT Metrix
- Google analytics
- SEM tools
- Twitter tools
 - #hash tag research tools
 - Tweet trend analysis
 - Twitter Influencer Marketing
- Youtube marketing tools to find the right keywords
- Youtube marketing tools to find the right videos and channels
- Social media automation tools
- Email Marketing tools
- Affiliate Marketing tools

Influencer Marketing

- Tools used for finding right influencers
- Finding viral posts on twitter , instagram, facebook, linkedin and youtube
- Finding right facebook groups with more than 10 lakh members
- Influencer marketing case studies

Social Media Listening

- Social media Listening tools
- How brands are benefited using Social media listening tools

Blogging

- Creating Blogs
- Posts
- Widgets
- Theme Configuration
- Choosing the right Headline
- Spying on Competitors Article
- Keyword research for articles
- SEO for blogging
- Lead generation using blogs
- Pop ups
- Chat box
- Inline links
- Affiliate Marketing
- Google AdSense Set up
- AI Bots
- Blogging for business
- Converting traffic on blog into business using inbound marketing practices



Ready to get
Lead time in
DIGITAL MARKETING
LETS START!

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