MICROTEK
LEARNING

Redefine The Skills With

Digital Marketing

We Transform Your Career By Empowering Your Skills.

Start

About the Program

Our comprehensive Digital Marketing Training provides a dynamic and immersive learning experience. You will gain practical expertise through live interactive sessions, real-world case studies, Digital Marketing Simulation, and hands-on utilization of 25+ digital marketing tools. With projects and case studies, you'll acquire the necessary skills to excel in various digital marketing domains.

This program covers essential areas such as behavioral marketing, SEO, SEM, social media, email marketing, mobile marketing, content strategy, analytics, AI, automation, and emerging technology. Prepare for the fast-paced digital world and elevate your career by delivering exceptional results.

At the end of this program, you will work on a project where you will apply the concepts and skills learned during the program by solving real-world marketing problems and filling gaps in strategies.

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DIGITAL MARKETING

Unlock your potential. Achieve your ambitions.

Digital Marketing is one of the very few skill sets with high demand across industries. Job opportunities are growing every day, and talented individuals who can harness the power of digital marketing the right way and think like 360-degree marketing professionals will find the potential for career success in this field is limitless.

Microtek Learning's catalog of Digital Marketing programs is designed to put your career into hyperdrive. Tailored to today's pressing industry requirements with a cutting-edge curriculum, our Digital Marketing programs are delivered by global experts in the field through the award-winning applied learning approach. Graduates
of our programs gain the only competitive edge they need to work in the most exciting and lucrative digital marketing roles available anywhere in the world.

| "More than 50,000 vacancies as the industry faces skill shortage for digital marketing professionals." | "44% of companies are prioritizing a digital-first approach to customer engagement, business processes and operations" | "More than 50,000 vacancies as the industry faces skill shortage for digital marketing professionals." |

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Key Features

Hands-on training on industry tools to make you job-ready	**01**
02	Job assistance, career mentoring, & job portal access
The complete digital marketing suite covered	**03**
04	Global practitioners and industry experts as trainers
24/7 Support & Doubt Clearing Sessions	**05**
06	Real-time Project Use Cases & Assessment Quiz

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DIGITAL MARKETING
Hiring Companies

amazon

Deloitte.

Microsoft

Linked in

DELL

WELLS FARGO

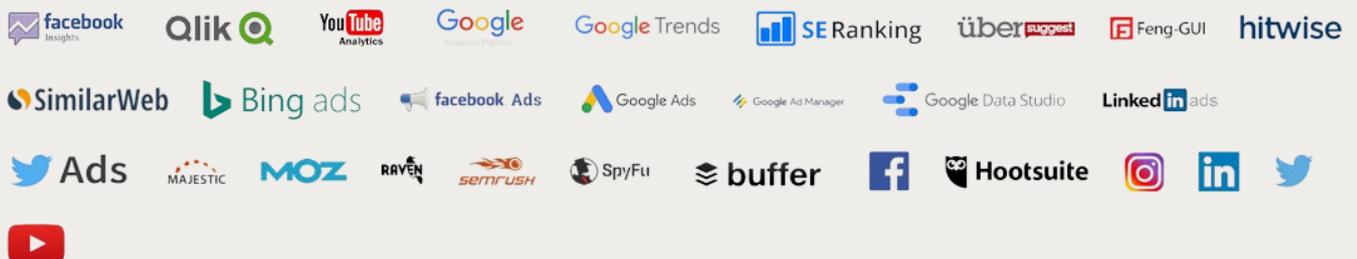Godrej

EY Building a better working world

vodafone

accenture

Johnson&Johnson

BARCLAYS

Career Support

➤ Microtek Learning 3 months internship.

➤ Resume-building assistance to create a powerful resume.

➤ Communication & Email Writing Skills Assistance.

Tools Covered

facebook Insights

Qlik Q

YouTube Analytics

Google

Google Trends

SE Ranking

übersuggest

Feng-GUI

hitwise

SimilarWeb

Bing ads

facebook Ads

Google Ads

Google Ad Manager

Google Data Studio

Linked in ads

Ads

MAJESTIC

MOZ

RAVEN

semrush

SpyFu

buffer

Hootsuite

Program Impact
The Numbers Speak For Themselves

300%
Maximum Salary Hike

50,000+
Open Jobs in the Market
Source: Indeed

7.25 LPA
Industry Average Salary
Source: Glassdoor

27.42% CAGR
Forecast Period: 2019 to 2025

Recommended Certificates

This Digital Marketing will help you prepare for the below external certifications. Although the program provides comprehensive coverage of various topics, it is crucial to acknowledge that you will also need to prepare and study additional subjects specific to the chosen certification. Google, Meta and Hubspot certifications are recommended by Microtek Learning and are NOT INCLUDED IN THE PROGRAM.

Meta Blueprint

∞ Meta
CERTIFIED
Media Planning Professional

∞ Meta
CERTIFIED
Creative Strategy Professional

∞ Meta
CERTIFIED
Marketing Developer

∞ Meta
CERTIFIED
Media Buying Professional

∞ Meta
CERTIFIED
Community Manager

∞ Meta
CERTIFIED
Marketing Science Professional

Please note:
These certifications are recommended by Microtek Learning. On successful program completion, you will receive Microtek Learning's Digital Marketing Certificate.

Google

AdWords Search Certification

Google AdWords

Is awarded this certificate for passing the AdWords Fundamentals and Search Advertising assessments.

3/15/2019   Google

Academy for Ads

Google Shopping Certification

Google AdWords

Is awarded this certificate for passing the AdWords Fundamentals and Shopping Advertising assessments.

9/11/2018   Google

Academy for Ads

AdWords Display Certification

Google

is hereby awarded this certificate of achievement for the successful completion of the Shopping certification exams.

January 19, 2018

Mobile Advertising Certification

Google

is awarded this certificate for passing the AdWords Fundamentals and Mobile Advertising exams.

5 July, 2016

Video Advertising Advanced Certification

Google

is hereby awarded this certificate of achievement for the successful completion of the video advertising advanced certification exam.

12 October, 2015

Analytics Certification

Google Analytics

Is hereby awarded this certificate of achievement for the successful completion of the Google Analytics certification exam.

October 24, 2017   Google

Congratulations!

Completed

Google Ads Search Certification

on October 23, 2019

Congratulations!

Completed

Google Ads Fundamentals

on April 23, 2018

Please note:
These certifications are recommended by Microtek Learning. On successful program completion, you will receive Microtek Learning's Digital Marketing Certificate.

HubSpot
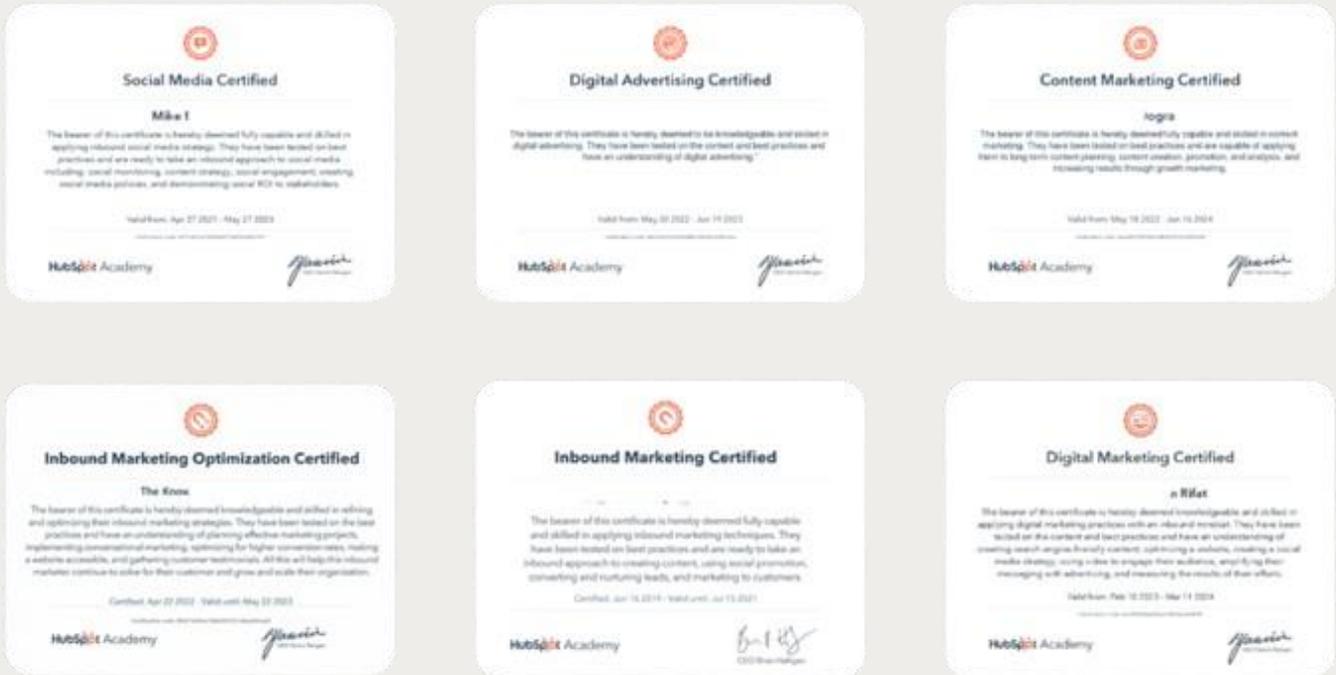
Program Outcomes

At the end of this Digital Marketing Program, you will be able to:
- Use the fundamental ideas and techniques of digital marketing to promote your business and increase your consumer base.
- Plan and implement digital marketing campaigns across different domains.
- Optimize your pages for SEO and rank your pages higher on search engines with keyword optimization techniques.
- Create a campaign and bidding strategy for your paid marketing campaigns.
- Create content on platforms like Facebook, Instagram, LinkedIn, and Twitter, and run advertisements there.
- Target customers with mobile devices and various mobile marketing techniques.
- Create and implement content strategy based on goals and objectives at every stage of marketing funnel.
- Optimize your different campaign KPIs and metrics with help of different analysis tool.
- Explore application of AI and emerging technology in digital marketing, how it helps in automating campaign and increasing productivity.
- Leverage ChatGPT and other Generative AI tools for digital marketing.

Learning Path

Introduction To Digital Marketing And Strategies	**MODULE 1**
Market Research And Competitors Analysis	**MODULE 2**
Content Development And Promotion Strategies	**MODULE 3**
Website Development Through WordPress	**MODULE 4**
Search Engine Optimization (SEO)	**MODULE 5**
Digital Analytics	**MODULE 6**
Google Analytics -4 (GA-4)	**MODULE 7**
Social Media Campaigns And Analytics	**MODULE 8**
Google Ads (PPC) And Display Advertising	**MODULE 9**
Landing Page And Lead Generation Methods	**MODULE 10**
Email Marketing Automation	**MODULE 11**
Affiliate Marketing Strategies And Approach	**MODULE 12**
Freelancing As A Career	**MODULE 13**
Certificates Preparation	**MODULE 14**
Interview Handling Skills	**MODULE 15**
Capstone Project	**MODULE 16**

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MODULE 1: INTRODUCTION TO DIGITAL MARKETING AND STRATEGIES

- ✓ Basics of Online Marketing
- ✓ Internet Marketing vs Traditional Marketing
- ✓ Search Engine Basic
- ✓ Key Points & Terminology in Internet Marketing
- ✓ Trending in digital marketing
- ✓ Business promotions using Internet marketing techniques
- ✓ Structure of Online Marketing
- ✓ Fundamentals of Google Algorithm
- ✓ How does Online Marketing work?
- ✓ Defining Marketing and Business Goals
- ✓ Elements of Digital Strategy
- ✓ Digital Sales Ethics
- ✓ Focus KPIs in Digital Sales
- ✓ Case Studies
- ✓ Live Exercise: Create Digital Marketing Strategies for Business Goals.

MODULE2: MARKET RESEARCH AND COMPETITORS ANALYSIS

- ✓ Introduction to Market Research
- ✓ Market Research Importance, Uses, and Ethics
- ✓ Market Research Instruments
- ✓ Market Research Process
- ✓ Primary & Secondary Research
- ✓ Creating an Online Survey
- ✓ Competition Analysis
- ✓ Tools required for competition Analysis
- ✓ Tracking Report for Competitions
- ✓ Strategies to beat Competition
- ✓ Prepare Analytics reports for different competitors

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MODULE3: CONTENT DEVELOPMENT AND PROMOTION STRATEGIES

- ✓ Introduction To Content Marketing
- ✓ Objective Of Content Marketing
- ✓ Content Marketing Strategy
- ✓ Plan content for different marketing channels
- ✓ Create Content Calendar
- ✓ How To Write Great Compelling Content
- ✓ Keyword Research For Content Ideas
- ✓ Unique Ways To Write Magnetic Headlines
- ✓ Tools To Help Content Creation
- ✓ How To Market The Same Content On Different Platforms
- ✓ TOFU, MOFU, and BOFU
- ✓ Strategize Customer Journey
- ✓ Creating Funnels for Every Stage
- ✓ Web Content Writing
- ✓ SEO-friendly Content Writing

MODULE4: WEBSITE DEVELOPMENT THROUGH WORDPRESS

- ✓ What is a Website?
- ✓ Types of Website & Portals
- ✓ Prerequisites & Cost to Create a Website
- ✓ Understanding Domain, Server, HTTPS and other Technical terms
- ✓ Purchasing a Hosting Server and configuring with Domain
- ✓ What is WordPress CMS?
- ✓ Why is WordPress so Popular CMS?
- ✓ Installing WordPress Website CMS on the Server
- ✓ WordPress Dashboard Overview
- ✓ Understanding WordPress Themes & Plugins
- ✓ Configuring WordPress Website Settings
- ✓ Theme Selection and Customization (as per your niche selection)
- ✓ Designing Service/Products Pages
- ✓ Contact us, About us, & Other Required Pages

- ✓ WordPress Photo Gallery & Multimedia Settings
- ✓ WordPress Photo Gallery & Multimedia Settings
- ✓ Understanding Required Legal Pages on a Website
- ✓ Chat, Popup, Contact form & Email Subscription
- ✓ How to create Recaptcha & GDPR for Contact Forms
- ✓ Important Plugins & settings for the e-commerce website
- ✓ User Management, Account Access Management
- ✓ Page Builder Plugins & other required plugins that support specific themes
- ✓ How to create blogs and customize them.
- ✓ Widgets, Footers, Top Bar, Header Customization
- ✓ How to connect/ integrate third-party tools with WordPress
- ✓ Permalink Setting & Privacy Settings
- ✓ Blogging and Earning through Blogging
- ✓ How to take backup of the website
- ✓ Use of sliders, carousel, pop-up, Table, Navigational Links
- ✓ How to create a one-page website with all the functionalities
- ✓ How to create a fully functional Landing Page with clickable CTA's.

MODULE 5: SEARCH ENGINE OPTIMIZATION (SEO)

- ✓ Introduction To Search Engines
- ✓ Understanding Different Types of Search Engines
- ✓ How Do Search Engines Work?
- ✓ Understanding Search Algorithm
- ✓ Understanding Different types of SERPs results
- ✓ What is SEO (Search Engine Optimization)?
- ✓ Why Is SEO Important for Websites?
- ✓ Keyword Research Tools
- ✓ Competitor Analysis, Audit Competitors Website SEO

On-Page SEO:
- ✓ What is On-Page Optimization (SEO)
- ✓ Keyword Research (Understanding Searcher Behaviour)
- ✓ Understanding the Intent of Keywords
- ✓ Types of Keywords
- ✓ Keyword Research Tools

- ✓ Understanding how to choose perfect keywords for your website (Niche related)
- ✓ Keyword Density & Placement
- ✓ Understanding Website Structure for SEO
- ✓ Website Audit & Initial Analysis
- ✓ How to write SEO-friendly content
- ✓ How to implement On-Page SEO with different plugins
- ✓ On-Page SEO checklist
- ✓ How to connect SEO audit tools with website
- ✓ Work on the SEO metrics for the improvements
- ✓ How to Audit On-Page SEO
- ✓ Heading Tag Analysis & Optimization
- ✓ Anchor Text Optimization
- ✓ Internal Linking, External Linking, Inbound Links, Outbound Links
- ✓ On-page SEO Strategies & Roadmap
- ✓ What is Schema Markup?
- ✓ Types of Schemas
- ✓ Implement Schema on WordPress through Plugin
- ✓ How to generate Schema Markup for custom-coded websites
- ✓ What are site links?
- ✓ What are Featured Snippets?
- ✓ What are Rich Snippets?
- ✓ Tools to Audit SEO
- ✓ Competition Analysis (SEO point of view)

Off-Page SEO:
- ✓ What are Backlinks
- ✓ Understanding different types of Backlinks
- ✓ What are No-follow & Do-follow Backlinks
- ✓ Finding Link Building Opportunity
- ✓ How to create Do-follow backlinks
- ✓ Local Business Listing
- ✓ Guest Posting
- ✓ Classified Submission
- ✓ Blog Commenting
- ✓ Business Directory Submission
- ✓ Social Bookmarking
- ✓ Article Submission
- ✓ Images & Video Submission for Link
- ✓ Forum Posting and Its Importance
- ✓ Off-Page SEO Auditing Tools

- ✓ Question & Answer Link Building
- ✓ Social Media in SEO & and Its Importance
- ✓ Review Submission Websites
- ✓ Off-Page Activity Management Sheet & Tools

Technical SEO:
- ✓ Technical SEO Checklist
- ✓ Different Tools for Technical SEO Auditing
- ✓ Connect Google Search Console
- ✓ Website Speed Analysis
- ✓ Check Website Structure
- ✓ URL Inspection for Crawling & Indexing Issue
- ✓ Check Mobile Friendliness and usability
- ✓ Analyze Use Experience
- ✓ Work on Canonicalization
- ✓ Sitemaps, Robots.txt files
- ✓ Redirects, Core Web Vitals
- ✓ URL Inspection
- ✓ Breadcrumb Menus
- ✓ SSL & HTTPS Issue
- ✓ Schedule a regular site audit

MODULE 6: DIGITAL ANALYTICS

- ✓ Google Search Console Tool
- ✓ Google Analytics Tool
- ✓ Content Performance Analysis
- ✓ SEO checkpoints
- ✓ Site Speed Analysis
- ✓ Website mobile-friendliness
- ✓ Visitors Analysis
- ✓ Social Media Analytics
- ✓ Website Performance Analysis
- ✓ Evaluating Customer Acquisition and Retention
- ✓ 40+ Other Industry relevant Tools

MODULE 7: GOOGLE ANALYTICS-4 (GA-4)

- ✓ How to create UA/GA4 Account and add Properties
- ✓ How to connect it with WordPress or Custom Coded Website
- ✓ Account optimization
- ✓ Dashboard Overview
- ✓ How to Create Custom Events and Conversions
- ✓ How to create Google Analytics Audience
- ✓ Funnel creation
- ✓ In- depth knowledge of: Acquisition, Engagement, Monetization
- ✓ In depth analysis of "Explore" to create Funnel Exploration, Path Exploration, Segment Overlap
- ✓ Create Landing Page Reports
- ✓ Real time reports Analysis
- ✓ Traffic, sessions, Engagement duration, Bounce rate Analysis
- ✓ Export Reports and deep Analysis
- ✓ Performance Improvement Key points

MODULE 8: SOCIAL MEDIA CAMPAIGNS AND ANALYTICS

- ✓ Social Media Optimization (SMO)
- ✓ Social Media Marketing (SMM)
- ✓ Social Media Posts Automation Tools
- ✓ Choosing the best Social Media Platforms for Marketing
- ✓ What are Social Media Ads?
- ✓ Difference between Social Media and Search Engine Ads
- ✓ Optimize Social Media Campaigns to Promote growth and position your brand in the global digital marketplace
- ✓ Creating a Social Media Marketing Strategy
- ✓ Understanding Campaign Objectives
- ✓ Planning: Media and Content
- ✓ Execution: Campaign Testing and Execution
- ✓ Create a SMM Content Calendar
- ✓ Evaluation: KPI's Performance (ROI, CLV, CPM, CPC, CPA)

- ✓ How to run ads - Facebook, Twitter, LinkedIn, Instagram & YouTube
- ✓ Effective Ads to Lead Generation
- ✓ Remarketing in Social Media
- ✓ Audit Tools of Social Media
- ✓ Insights & Report Analysis

MODULE 9: GOOGLE ADS (PPC) AND DISPLAY ADVERTISING

- ✓ Introduction to Paid Ad
- ✓ Need of paid advertisement
- ✓ What is Google Ads?
- ✓ What is Adgroup?
- ✓ Keyword Match Types
- ✓ Ad Extensions
- ✓ Keyword research tools
- ✓ Keyword planning strategies
- ✓ Types of the campaign- search ads, display ads, video ads, shopping ads, App
- ✓ Promotion Ads
- ✓ CTR & its importance
- ✓ Deep Analysis of Headline, description, Call to Actions
- ✓ A/B Testing Analysis
- ✓ User Journey of Google Ads and its bidding process
- ✓ Remarketing Ads
- ✓ Understanding Bid Types and Strategies
- ✓ Campaign Performance Analysis
- ✓ Report Insights

MODULE 10: LANDING PAGE AND LEAD GENERATION METHODS

- ✓ Landing Page creation
- ✓ Elements required for Landing Page
- ✓ Different free and paid landing page creation platforms
- ✓ Creating sales funnels using Landing Page

- ✓ Important plug-ins to use
- ✓ Using landing page according to business requirements
- ✓ How to promote a landing page in campaigns
- ✓ Monetize Landing Page
- ✓ What Is Lead Generation?
- ✓ Lead Generations Steps
- ✓ Best Way To Generate Lead
- ✓ How To Generate Leads From – LinkedIn, Facebook, Twitter, Direct Mail, Blogs, Videos, Infographics, Webinars, Strong Branding, Media
- ✓ Tips To Convert Leads To Business
- ✓ Measure And Optimize

MODULE 11: EMAIL MARKETING AUTOMATION

- ✓ What Is Email Marketing
- ✓ Why E-Mail Marketing Is Necessary?
- ✓ Email Marketing Basics
- ✓ Popular Email Marketing Softwares/ Tools
- ✓ Email Marketing Goals
- ✓ Best Ways To Target Audience And Generate Leads
- ✓ Introduction To Mail Chimp, ConvertKit, and Active Campaign
- ✓ Email Marketing Strategy
- ✓ Improving ROI With A/B Testing
- ✓ Automation
- ✓ Advanced Techniques of Optimizing the Campaigns
- ✓ Track email open rate
- ✓ Integration with other social accounts, Analytics
- ✓ Project Case Study
- ✓ Creating an email for Remarketing Ads on Facebook/ Instagram & Google Ads
- ✓ Customer Acquisition Strategies

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- ✓ Important plug-ins to use
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- ✓ How to promote a landing page in campaigns
- ✓ Monetize Landing Page
- ✓ What Is Lead Generation?
- ✓ Lead Generations Steps
- ✓ Best Way To Generate Lead
- ✓ How To Generate Leads From – LinkedIn, Facebook, Twitter, Direct Mail, Blogs, Videos, Infographics, Webinars, Strong Branding, Media
- ✓ Tips To Convert Leads To Business
- ✓ Measure And Optimize

MODULE 12: AFFILIATE MARKETING STRATEGIES AND APPROACH

- ✓ What Is Affiliate Marketing?
- ✓ How Affiliate Marketing Works?
- ✓ Need of Affiliate Marketing
- ✓ How To Find Affiliate Niche?
- ✓ Different Ways To Do Affiliate Marketing
- ✓ Top Affiliate Marketing Networks& Strategies
- ✓ Platforms for Affiliate Marketing
- ✓ Methods To Generate And Convert Leads
- ✓ Affiliate Account Creation
- ✓ Affiliation with National and International Companies(Amazon, ClickBank, Hostgator, etc)
- ✓ Different Platforms to do Affiliate Marketing
- ✓ Commissions as per category basis
- ✓ Factors include for higher revenue
- ✓ Mistakes to avoid in Affiliate Marketing

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MODULE 13: FREELANCING AS A CAREER

- ✓ Getting Freelancing Projects Online
- ✓ Create Profile on Upwork, freelancer and more
- ✓ Create Audit file
- ✓ How to showcase your own website/ Social media projects in case of fresher
- ✓ How to get your first client
- ✓ This module makes you ready to work from home

MODULE 14: CERTIFICATES PREPARATION

- ✓ Google
- ✓ Hubspot
- ✓ SemRush
- ✓ LinkedIn
- ✓ Meta

MODULE 15: INTERVIEW HANDLING SKILLS

MODULE 16: CAPSTONE PROJECT

- ✓ Overview of the Project
- ✓ Defining Project Goals
- ✓ Project Deliverable Scheduling
- ✓ Project Execution Support
- ✓ Project Evaluation

PEDAGOGY

Online sessions will be used for delivering the classes. Every module would have a mix of lectures, case studies, tools implementation, and live demonstrations. In addition to attending interactive sessions, there are quizzes, assignments, modular tests, presentations, and major exams. The final Capstone project will be an industry-relevant project to provide you with real-time experience.

PROGRAMME DELIVERY

The course will be delivered through online mode using an appropriate technology-synchronized platform. Lectures will be delivered through broadband-based technology involving two-way audio and video communication. Participants will be provided reading materials, reference materials, etc., for each course.

You will earn a certificate from Microtek Learning after successfully completing this Digital Marketing Program.

What other learners are saying

Last Week I purchased the SEO Self-Paced training from Microtek Learning. It covers every topic with good examples. My overall experience was great. Definitely recommend!!

Anuja - Bangalore

Today I have completed the Digital Marketing training course. The course material was interesting and well-designed. The trainer was amazing. I enjoyed the training. I will recommend this course to my fellow members.

Allan Sue - New York City

I just purchased the self-paced course, which was very helpful and informative. Thank you to Microtek Learning.

Ashwini - Mumbai

This Digital Marketing course helped me in multiple ways. It got me a new job with a salary increment of 30% and boosted my confidence as a marketing professional.

Satish Jha - Chennai

The course had a well-defined curriculum, nicely laid study material, and incredible video lessons.

Sanchita - Delhi

I highly recommend Microtek Learning to everyone interested in learning Digital Marketing. The course content and customer support are amazing. It's a great e-learning platform.

Jason Lee - United States

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Thanks!

Do you have any questions?

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