

DIGITAL MARKETING



Discover the power of Digital Marketing with our comprehensive online training course.

www.strivetraininginstitute.com

Our Digital Marketing online training is designed to provide a comprehensive understanding of various modules, including SMO, SEO, SEM, and more, without requiring a technical background. Through dedicated effort and commitment, participants can delve into new concepts and gain practical insights into building effective campaigns and leveraging different social media platforms. The course covers lead generation strategies from scratch and equips learners with a deep understanding of marketing tactics applicable in real-world scenarios.

WHAT YOU CAN ACHIEVE THROUGH OUR DIGITAL MARKETING ONLINE COURSE?

By completing our Digital Marketing Course, you can:

1. **Expand Career Options:** Explore diverse opportunities in digital marketing across industries.
2. **Increase Market Value:** Earn industry recognition with our Online Digital Marketing Certification Course.
3. **Access Premium Salaries:** Qualify for higher-paying roles with specialized digital marketing skills.
4. **Enjoy Professional Flexibility:** Work remotely or freelance with confidence in your expertise.
5. **Boost Creativity and Skills:** Enhance your abilities to innovate and excel in online marketing.



MAJOR MODULES OF THE COURSE

- Website Development using WordPress
- Search Engine Optimization
- Google Adwords
- Google Analytics
- Google Merchant Center
- Social Media Optimization & Marketing
- Email Marketing
- Contact Marketing
- Google Adsense
- Affiliate Marketing & Influencer Marketing



COURSE CURRICULUM

Our Digital Marketing online training is designed to provide a comprehensive understanding of various modules, including SMO, SEO, SEM, and more, without requiring a technical background.

Below you will find a detailed information of the course curriculum which will help you understand the course offering and class schedule.

	Website Development with Wordpress
1	Understanding Website Structure – Domain, sub-domains, hosting, server & CMS.
2	Introduction to Wordpress
3	How to create website using Wordpress – Wordpress Installation, Website Creation & Web-pages creation.
4	Learning basic tags such as alt tags, Anchor, Images, URL's, Title Tags, Meta Description.
5	Installing Tracking Codes on Website
6	How to use Landing Pages

	Introduction to Digital Marketing
1	Understanding the Stages of Marketing
2	How to funnel your marketing campaign

	Search Engine Optimiation - On Page
1	Site Structure Analysis, Web designing basics, URL renaming/re-writing, Content Development.
2	Competition Analysis, Keyword Research, Keyword Density, Meta Tags Development (Title/Description/Keyword/Other)
3	Understanding plagiarism, cannibalization, canonicalization
4	Web Content Optimization, Image Optimization, Creation of XML/HTML sitemaps, Use of robot.txt

	Search Engine Optimiation - Off Page
1	Understanding links, anchors, follow links & no-follow links
2	Google Mapping/Listing, Local & Regional Search Engine Indexing
3	Forum Posting & Answer Link Building
4	Article Submission, PR Submission, Guest Blogging, Commenting

Google Ads

	Google Ads
1	Account Creation and introduction to adwords structure
2	Understanding tools of Adwords – Keyword planner, Keyword Metrics forecast, etc.
3	Performance Monitoring, Conversion Tag Creation, Remarketing List Creation.
4	Campaign structuring, Understanding the Campaign Types, Keyword research & Identification, Ad copy optimization & Landing page optimization.
5	Understanding Bid Types – CPC, CPM, Target ROAS, CPL and CPA.
6	Campaign Optimization – Geo targeting, Demographic targeting, Ads optimization on devices, Time Schedules, Setting Automated Rules.
7	A/B Testing Campaigns
8	Understanding Smart Campaigns
9	Understanding Campaign Measurement and its parameters
10	Merchant Centre creation, Data feed creation, Merchant Centre adwords linking, Shopping Ad Creation.

	Google Merchant Center
1	Account Creation and introduction to merchant center
2	Website Domain Verification & Account completion
3	How to List your Products
4	Run Sales & Other offers

	Google Analytics
1	Google Analytics Setup
2	Understanding the platform layout and structure
3	Goal creation, channel management, dimensions & metrics
4	Understanding key metrics – pageview, source, medium, bounce rate, page sessions, etc.
5	Understanding customer demographic & behavioural aspects through conversion sources & goal analysis

	Social Media Optimization
1	Page Creation & Optimization
2	Social Media Account Optimization
3	Social Media Calendar Format & Content Creation
4	Hashtags & Post Sharing Options
5	Youtube Channel Creation & Onptimization

	Social Media Marketing
1	Meta Business Manager & Ads Account Creation
2	Meta Pixel Setup & Evenet Setup
3	Meta Ads Objectives & Types
4	Meta Ads - Awareness Campaign Creation & Audience Type
5	Meta Ads - Lead Camapign Creation & Ad Types
6	Meta Ads - Sales Campaign Creation
7	Meta Ads - Audience Creation (Layered Targetting)

8	LinkedIN Page Creation & Optimization
9	LinkedIn Ad Objectives & Types
10	LinkedIn Ad Creation
11	Hashtags & Post Sharing Options

Email Marketing	
1	Email List Creation & Platform Setup
2	Email Content Creation using ChatGPT

Contact Marketing	
1	SMS Marketing - Content Creation & Strategy
2	Whatsapp Marketing - Content Creation & Strategy

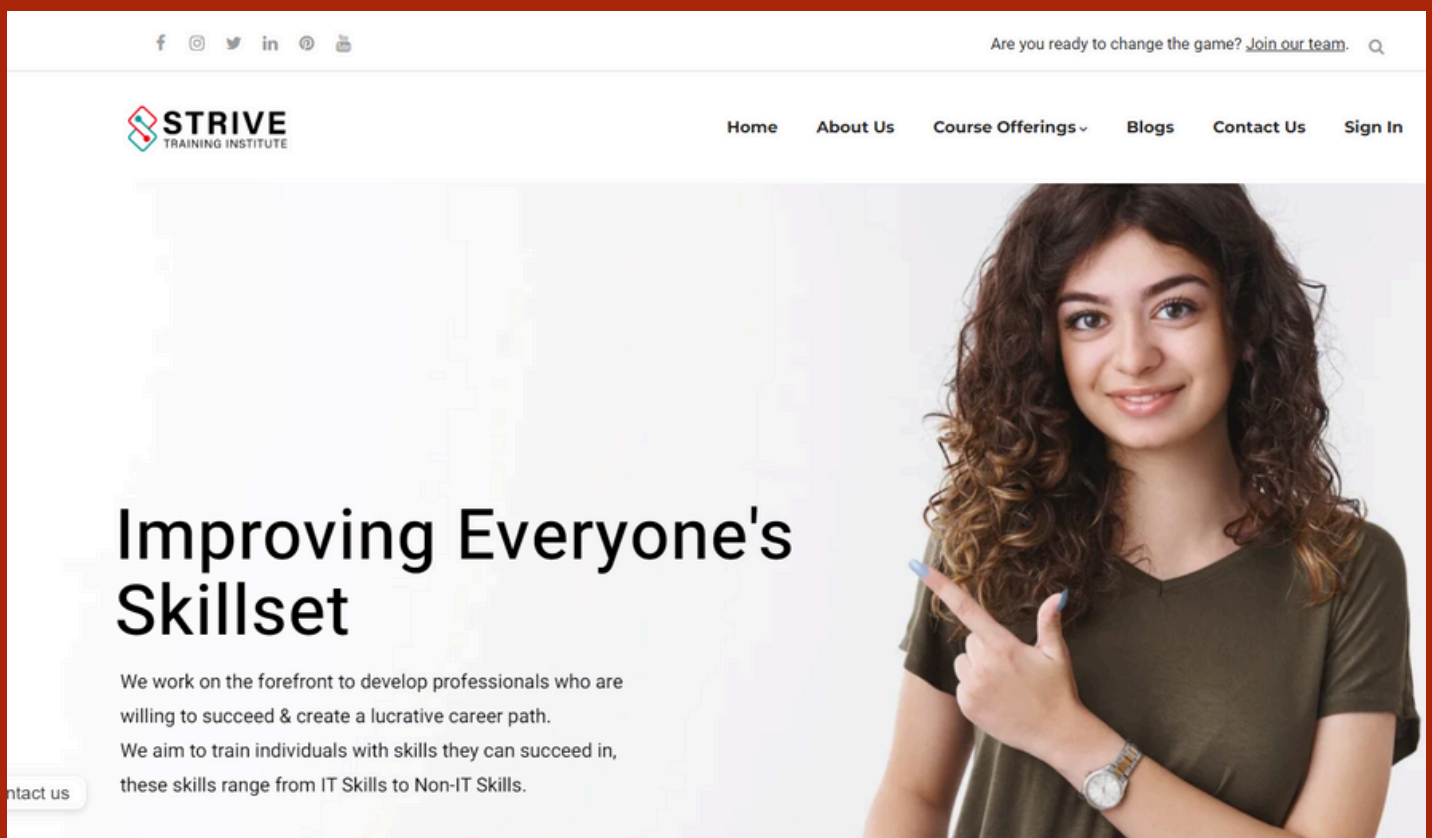
	Google AdSense
1	Understanding AdSense & Account Creation
2	Domain Verification & Addition of Website
3	Understanding Ads Type & Category
4	Starting & Stopping Ads

	Affiliate Marketing & Influencer Marketing
1	Understanding the Affiliate Network
2	Selling through affiliate channels
3	Influencer Identification Strategies
4	Influencer Ad Types
5	Influencer Marketing Strategies

WHY STRIVE TRAINING INSTITUTE?

Since 2020, we've established ourselves as one of the best training institutes, specializing in niche areas. Our focus is on empowering individuals within the employee ecosystem, fostering confidence, skill development, and self-reliance.

Benefit from personalized learning led by experts with real-time experience, addressing your specific challenges. We're committed to delivering value and making a difference in your professional journey, equipping you with practical skills to excel in digital marketing.



The screenshot shows the homepage of Strive Training Institute. At the top, there are social media icons for Facebook, Instagram, Twitter, LinkedIn, and YouTube. A search bar on the right contains the text "Are you ready to change the game? [Join our team.](#)". The navigation menu includes "Home", "About Us", "Course Offerings", "Blogs", "Contact Us", and "Sign In". The main content area features a large image of a smiling woman with curly hair pointing upwards. To the left of the image, the heading "Improving Everyone's Skillset" is displayed in a large, bold font. Below the heading, there are two paragraphs of text: "We work on the forefront to develop professionals who are willing to succeed & create a lucrative career path." and "We aim to train individuals with skills they can succeed in, these skills range from IT Skills to Non-IT Skills." A "Contact us" button is visible in the bottom left corner.

Are you ready to change the game? [Join our team.](#)

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TRAINING INSTITUTE

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Improving Everyone's Skillset

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Contact us



Submit Your Query

Your Name * Your Email * Contact Number *

Your Subject

Your message

Main Office

Aadarsh Nagar, Wadgaon Sheri, P
Phone: +91 8180059338
info@strivetraininginstitute.com

CONTACT US

www.strivetraininginstitute.com

+91 8180059338

Aadarsh Nagar, Wadgaon Sheri,
Pune - 14