

ALOK ACADEMY OF DIGITAL MARKETING & LEADERSHIP

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ADVANCE DIGITAL MARKETING MENTORSHIP SYLLABUS

Introducing Digital Marketing

What is Digital Marketing

How Digital Marketing Can help you?

Traditional marketing VS Digital marketing

Functions of Marketing

Digital Marketing Funnel

Understanding Digital Marketing Campaigns

Understanding Competitive Analysis Tools

What is Niche Marketing?

Micro Niche VS Macro Niche

Inbound Marketing VS Outbound Marketing

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ADVANCE DIGITAL MARKETING MENTORSHIP SYLLABUS

Website Requirements and Planning

Understanding Domain & Hosting

Choosing the right domain & hosting

Understanding content management system

Introducing WordPress

**Understanding creating categories, tags,
pages, and posts**

Selecting themes, Plugins, widgets

Word press site set up

How to choose inbuilt and 3rd party themes

Creating pages, widgets

Working with plugins

Publishing Blogs

Creating users

Website Backup

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Graphics Designing

**Creating Logos
Designing Business Cards
eBook Cover Design
Social Media Creatives
Advertisement Creatives
Website Banner Designs
And Much More..**

Video Development Fundamentals

**Story Boarding
YouTube Intro Videos
2D Explainer Videos
3D Explainer Videos**

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ADVANCE DIGITAL MARKETING MENTORSHIP SYLLABUS

Fundamentals of Search Engine Optimization

What is a search engine?

Types of Search engines

How a search engine works

Introducing crawlers

On page optimization

Introduction to keywords

Long tail Keywords

Latent semantic indexing keywords

Keyword research tools

Google Keyword Planner

Uber suggest and other Keyword tools

Keyword research strategy for start-ups

Using Yoast SEO plugin

On-page Optimizing your webpage

Copywriting tricks for tags



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ADVANCE DIGITAL MARKETING MENTORSHIP SYLLABUS

Advanced Search Engine Optimization

Off-page optimization

Introducing Links and Link syntax

Link building

What is Page Rank, Domain Authority, Page Authority

Determining Page Rank, Domain Authority, Page Authority with tools

Do-follow and No-follow links

Implementing no-follow tags

Types of links

Link Building strategies

Forum posting

Blog commenting

Directory submissions

Article submissions

Blog submissions

PDF submissions

PR submission

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ADVANCE DIGITAL MARKETING MENTORSHIP SYLLABUS

Search Engine Optimization for Business

Rank Brain & sky scrapper

Think Link opportunity

SEO Audit

SEO tools Ahrefs/SEMrush

What is Local SEO for business?

Google Mybusiness

**Understanding SEO algorithms and SEO
tools**

Panda, Penguin, Pigion, Humming bird

AMP implementation & plugins


Google Webmaster (Search Console tool)

Low hanging fruits

Sitemap and robot.txt

Canonical tags

Voice Search algorithm



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Social Media Marketing

Social media channels and their differences
How to choose the right social media platform
Importance of Social Media Marketing
Importance of link-shorteners
Art of creating attractive posts
SMO VS SMM

Facebook Marketing

Introduction to Facebook Marketing
Optimizing Facebook Page
Profile VS Page VS Groups
How to find groups
Facebook Insights
Getting leads from group engagement
Selling in groups
Creating Facebook Posts to drive traffic
Facebook Advertisement
Creating custom Audience
Lookalike Audience
Lead generation campaign
Link Shortening tools

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Messenger campaign

Facebook remarketing through Pixels

Remarketing email list

Facebook posts best practices

C3 Principle

Location-based Ads for Startups & Small Business

Messenger bot Marketing

Instagram Marketing

Why choose Instagram?

Building an Audience on Instagram

Instagram for Industries

IGTV for brands

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Twitter Marketing

Creating Tweets
Using Tweet deck
Twitter as a customer service platform

LinkedIn Marketing

Creating a corporate profile
Running LinkedIn Ads
Finding Jobs on LinkedIn
Connecting to prospects

YouTube Marketing

Create your Channel
Uploading Videos on YouTube
Optimizing YouTube Video
Tags, Description, Thumbnails
Rules to Make Money from YouTube
YouTube tools

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Web Analytics

Google Analytics Dashboards

Acquisition

Audience

Behavior

Conversion

Goals Setting

Admin Panel

Google Advertisements Fundamental

Where do Ads appear?

Benefits of using Ads

Google Ads Interface

Understanding the Adwords Structure

Bid Strategies & Creating AD group

Landing Pages

Understanding the Quality Score

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Advanced Google Advertisements Fundamental

**PPC Ads or Text Ads
Online Display
Video Advertisements
Remarketing**

Advanced Content Marketing

**Why Content Marketing?
Understanding Buyers Persona
Understand Buyers Journey
Marketing Funnel
Mapping Content to the Funnel
Different Types of Content
Content Promotion
How to find content ideas
Tools for content ideation
What is Copywriting, Proofreading & editing**

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Lead Generation

What is lead?

Understanding Lead Funnel

Cold, Warm & Hot Leads

What is Lead Magnet?

Creating Lead Magnets

Creating Landing Pages

Online Reputation Management

What is ORM

Implementing ORM

Importance ORM

ORM tools

Social Listening tools

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Email Marketing

Email Marketing Fundamentals

Drip email marketing

How to ensure email land into the inbox

Call to actions

Writing great subject lines

Writing emails

Email marketing tools

Email Automation

A/B Testing

Growth Hacking

Who is a Growth Hacker?

How does Growth Hacking work?

Growth Hacking Funnel

Growth hacking for Business

Case Studies

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ADVANCE DIGITAL MARKETING MENTORSHIP SYLLABUS

Conversion Rate Optimization (CRO)

What is CRO? Understanding Conversion Ratio
Importance of CRO
How CRO Works
Tricks to Improve CRO

Introducing Money-Making Career

Introducing Affiliate Marketing
Introducing Google AdSense
becoming a Freelancer
Selling Digital Services

Interview Preparation

Mock interviews
Resume Preparation
Assignment Submission

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