

Digital Marketing Digital/Internet Marketing Course

As the digital marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities within this digital age.

The Digital Marketing Course is an initiative designed to educate students in the area of Digital Marketing.



Google Adwords Certification

Upon completing the Digital Marketing Course and the Google Online Marketing Challenge, we advise to undertake certification exams.

The Google AdWords Certification is a globally recognized stamp of approval which showcases your knowledge of the latest AdWords tools and best practices as well as your ability to effectively manage AdWords campaigns.

Get all the support you need

ICT Trainings offers lots of support to help you prepare for your future.

Find a wide range of support, including official ICT preparation materials –
www.ictrainings.com/

Find quizzes and learning tips on our Facebook page –
www.facebook.com/ICTtrainingsLahore

Register now

You can take the course in a class or online on computer.

Step 1: Visit ICT Trainings Centre

Choose from over 50 courses.

Step 2: Choose from over 50 Courses

Find out about registering, costs and preparation courses.

Step 3: Choose your starting date and time

We have dates every month – and you can register just one week before taking your course.

Find out more at

www.ict-trainings.com

Show you are serious about your career

Join millions of people that have selected IT and using in official/daily chores.

ICT Certificates to show they have the work-focused

IT and Telecom skills for career success. These high-quality international courses are developed by Industry leading professionals

Boost your employability – get the IT skills you need to access the best jobs.

Excel in business-related studies with proven IT skills.

Recognized by top local & multinationals as a quality delivering educational institution.

Contact us

ICT Trainings Lahore

349 H/3, Johar Town
Lahore
Punjab
Pakistan
Cell: +92 321 3499131
LandLine: +92 42 35951406-7



Find us:

website: ict-trainings.com

<http://facebook.com/ICTtrainingsLahore>

email: info@ict-trainings.com

www.ict-trainings.com/curriculum/digital-marketing-leaflet.pdf

ICT develop and produce the most valuable range of qualifications for learners of IT and Telecom.

Over 20000 students trained in Two Decades.

Universities, employers, government, ministries and other organizations recognize us as valuable partner.
ICT Trainings Institute – Engineering Your Career

Digital Marketing Course Contents

Digital/Internet Marketing training curriculum follows the Google Adwords Certification standards which are designed to meet the requirements of next generation marketing needs.

Introduction

- Why your Business Needs a Website
- How to create your website and make it look good
- Build your Online Marketing Plan
- Five Smart Ways to Promote your Business Online
- How to Build a Community of Loyal Fans
- Google Apps for Business
- Intro to Online Advertising
- Case Study

Search Engine Marketing

- The Search Ecosystem - the Search Landscape
- Getting on Google and the Benefits of Being on Google
- How your Website is Found on Google
- Google Real-Time Insight Finder - Demo Video
- Case Study: Shoplet
- Resource: Essentials for new advertisers
- Resource: Google Trends
- Resource: Think With Google Insights
- Resource: Google Alerts
- Resource: Google Global Market Finder
- Resource: Google Business Channel

Search Advertising

- What is AdWords?
- Search Advertising and Google AdWords
- Search 101 - Introduction to Search
- Search 102 - Getting started with AdWords
- Search 201 - Tools to Build Keywords and Ad Groups
- Search 202 - Tools to Build Ads and Advanced Ad Types
- Search 301 - Reporting and optimization
- Search 302 - Bidding Tools and AdWords Campaign Experiments
- Resource: AdWords Help Center
- Resource: Google AdWords Keyword Planner
- Resource: Certification

Display Advertising

- Introduction to Google Display Network
- Google Display Network Case Study: The Bedder Way
- Display 101 - Introduction to Display
- Display 102 - Google's Display Offering
- Display 201 - Topic Targeting
- Display 202 - Placement Targeting

- Display 203 - GDN Reserve
- Display 204 - Interest Categories
- Display 205 - Keyword Contextual Targeting
- Display 206 - Remarketing
- Case Study: Jordan Brand

Mobiles

- Introduction
- Mobile Ecosystem - the Mobile Landscape
- Mobile 101 - Mobile Ads, Devices and Sites
- Mobile 102 - Mobile Search Ads Overview and Ad Formats
- Mobile 103 - Mobile Display & AdMob: Overview and Ad Formats
- Mobile 104 - Mobile Video Ads Overview and Ad Formats
- Local – the What, the Why, the How
- Serve On-The-Go Customers via Mobile Phones
- Mobile 201 - Campaign Set Up: The Basics of Setting Up a Campaign
- Mobile 202 - Implementing Ad Formats: Campaign Set Up
- Mobile 301 - Optimising Mobile Campaigns: Tools and Strategies, With a Focus on Search
- Mobile 302 - Display Optimisation Tools: Deep Dive Into Display Optimisation Tools
- Mobile 303 - Reporting Tools: Deep Dive Into Strategies and Tools
- Case Study: EasyJet
- Resource: Our Mobile Planet
- Resource: Building Smartphone Optimized Websites

Social

- Social Ecosystem - the Social Landscape
- Social 101 - Engagement
- Social 102 - Relevance
- Social 103 - Hangouts
- How to Use Google+ and Make Social Work for You
- Social 301: Accountability
- Case Study: H&M

Analytics

- Understand What Works Through Measurement
- Google Analytics: The What, The Why, The How
- Introduction to Google Analytics
- How Google Analytics Works
- Navigating Google Analytics, Part I
- Navigating Google Analytics, Part II
- Getting Started with Google Analytics
- A/B Experiments with Google Website Optimizer
- Multivariate Experiments with Google Website Optimizer

- Phone Webinar: Website Optimizer, What Should I Test?
- Case Study: HelmetTown.com Success Story
- Resource: Develop Your Analysis Skills
- Resource: Google Analytics

Video

- YouTube Ecosystem - The Video landscape
- YouTube 101 - Introduction to YouTube
- YouTube 102 - YouTube Products and Solutions
- YouTube 201 - Auction Implementation Tools, Ad Formats and Targeting Capabilities
- YouTube 202 - Media Strategies and Implementation (Part 1)
- YouTube 203 - Media Strategies and Implementation (Part 2)
- YouTube 301 - YouTube Analytics
- YouTube 302 - Optimisation and Expansion
- Case Study: Lenovo

Practical Approach

- A real-time examples will be given throughout the lectures.

www.ict-trainings.com/curriculum/digital-marketing-leaflet.pdf