

**SAI DIGITAL  
TRAINING**

Crafts you can bank on!

**SAI DIGITAL  
TRAINING**



# ADVANCED DIGITAL MARKETING

TRAINER-SAI SAKETH  
CEO-SAI DIGITAL TRAINING





"Authenticity, Honesty, and  
personal voice underlie much of  
what's successful on the web"

**-Rick Levine**





# 60-day long program (INCLUDING INTERSHIP)

**OUR ONE & ONLY MISSION IS TO EXTEND YOUR  
KNOWLEDGE BASE!**



# CURRICULUM OVERVIEW

THINGS WE'LL COVER



- Digital Marketing
- Importance of DM
- Difference between Digital Marketing & Traditional Marketing
  
- Overview of Modules
- Importance of Each Modules
- Goals Of Digital Marketing
- Audience Identificaation

# MODULES

## THE ESSENCE OF DIGITAL MARKETING



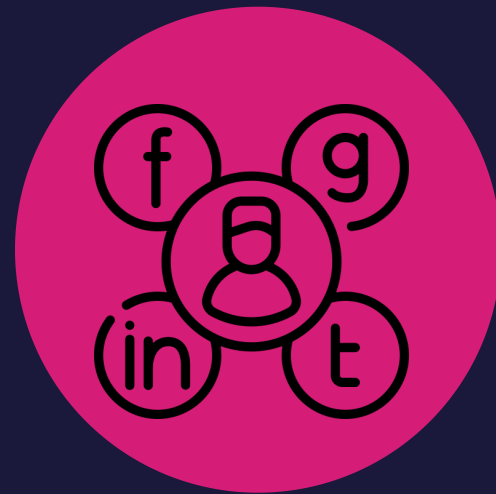
GOOGLE ADWORDS



GOOGLE ANALYTICS



SEO



SOCIAL MEDIA  
MARKETING



EMAIL MARKETING



GRAPIC DESGNING





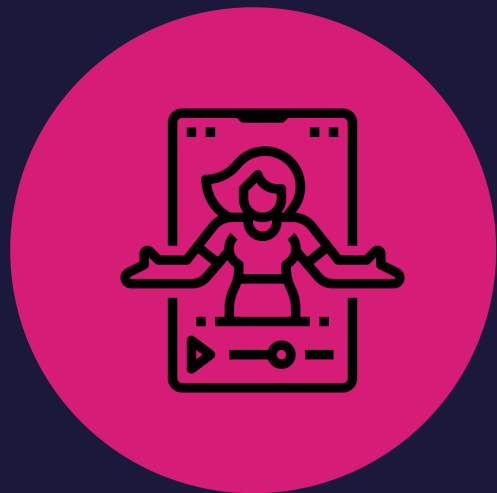
WEB DESIGNING



CONTENT WRITING



YOUTUBE MARKETING



INFLUENCER MARKETING



AFFILIATE MARKETING



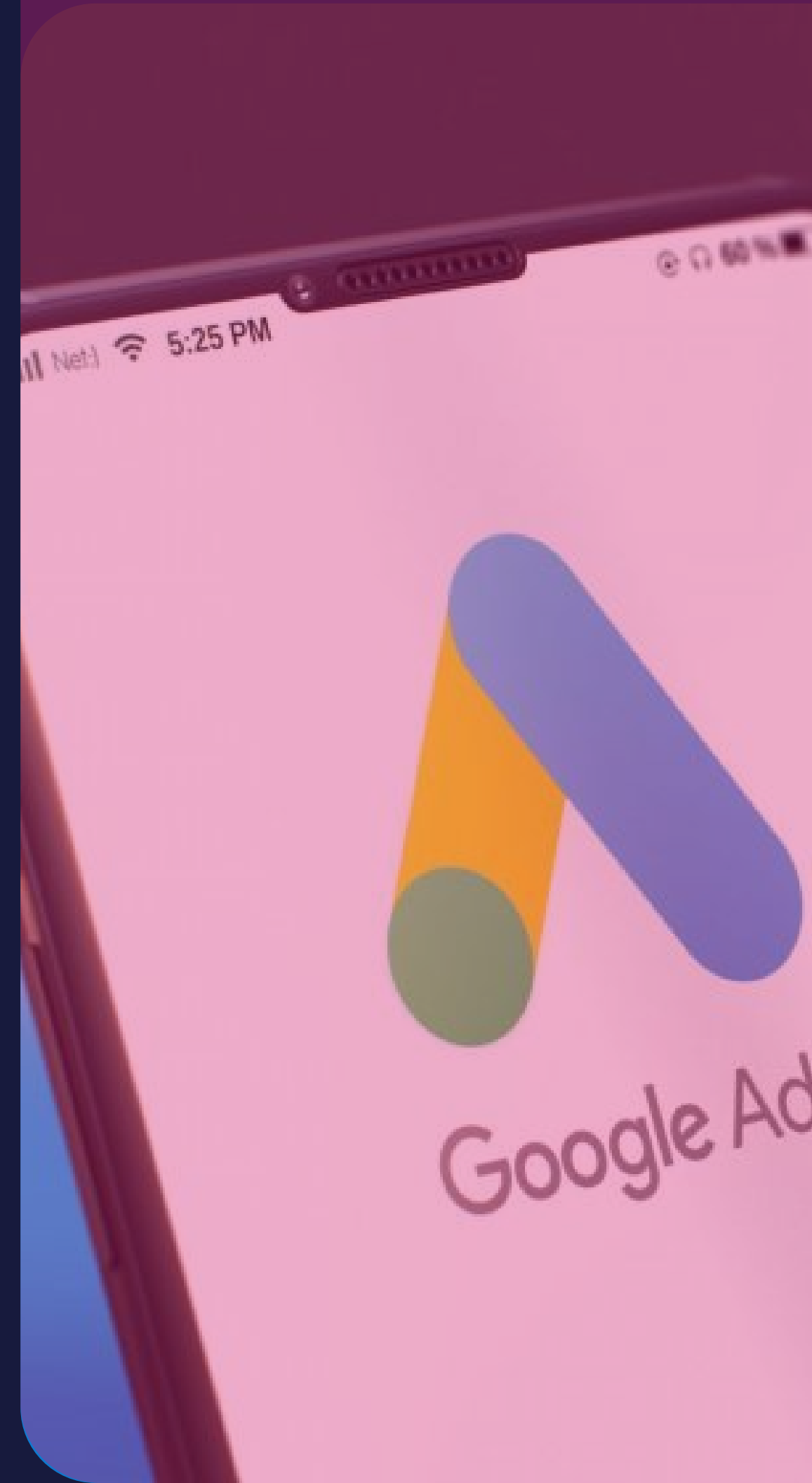
Interview Preparation

THE ESSENCE OF DIGITAL MARKETING

MODULES

# Google adwords

- How Google Search Engine Works
- Difference between Google Adwords and Google AdSense
- What is meant by Spiders and Crawls
- Google Adwords Types
- Live Campine of search , display, shopping, video ads
- PPC and binding live session
- Keyboard Planner
- How to analyze keywords short tall and long tail
- Creation of campaigns, a groups and bid
- Search term report tool.
- Types of keyword phases
- Difference between manual bidding And automictic bidding
- Keyword analysis through SEMrush toolst
- Bings Ads and its importance
- Creation of Bing Account
- Creation Of Bong Ads



# Social Media Marketing

- Difference between SMO & SMM
- Social Media Marketing trends
- Reach, Engagement, and metrics of SMM
- Importance of Social media Modules
- Facebook bussiness page Creation
- Building brand engagement through organic marketing
- Facebook campains
  - Tracking Facebook page through Page Pixel
- YouTube Marketing
- Buliding SEO for YouTube channel
- Tips and Live channel development.
- Instagram and business account creation
- Engagement development
- Content Creation.
- Twitter ,tweets and Engagemtent
- LinkedIn and building Networks
- Pinterest and generating pins.
- Social media strategy
- Audience of Social Media Marketing
- Inbound Marketing
- How to find Influencers on Social Media
- How to generate Content from them
- Social Media Competitors



# Graphic Designing

- Logo Creation
- E-book creation
- PPT making
- Flyers designing
- Video making
- Youtube Thumbnails
- Email Marketing



# Email Marketing



- Email marketing and its importance
- Tools of email marketing
- campaign creation
- How to generate email data
- How to import data to campaign
- How to analyze the conversion rate
- Cost of email marketing servers



# SEO

- SEO And its Importance
- Types of SEO
- Competitors Analysis
- SEO friendly content  
Creation Creation live sessions
- creation of site maps
- installation of google  
search console tools
- SEO Audi Report Generation
- On page developing a live s  
ession for two days
- OFF Page SEO
- how to build quality backlinks
- Guest posting

- SEO Title Meta description,  
inbound & outbound links  
&ALT+images
- google analytics tools
- Blog Commenting
- social bookmarking , directory submission





- Importance of affiliate marketing
- How to earn through it
- Who can do affiliate marketing



# Affiliate Marketing



- Youtube channel creation
- Video creation strategy
- How to increase views and subscribers
- Techniques to achieve

**Youtube Marketing**

# Content Writing

- What is meant by niche
- Web content writing
- Blog writing
- Social media content development
- How to earn from content writing

A hand with red-painted nails holds a pink card. The card has the words 'Content' and 'King' written in a dark, cursive font. A small orange crown icon is placed above the 't' in 'Content'. The word 'is' is partially visible on the left edge of the card. The background shows a desk with a pen and other papers.

Content  
King

# Wed Designing



- Types of websites
- Domain and hosting
- Types of domains and hosting
- Linking domain with hosting





# Influencer Marketing



- Types of influencers
- How to get paid as influencers
- Impact on ROI



# Google Analytics



- How to track the traffic
- Which tools are Essential to track
- How to install the analytics Tools
- How to measure ROI through analytics





# Internship & Interview Preparation

- Live project work sessions
- Analyzation of results
- Tips from trainer for better results
- Curriculum creation
- Mock interview sessions
- Presentation sessions





# WHY SHOULD YOU CHOOSE

# SDT?



Online Training  
LIVE Internship  
Reasonable Prize

Mock Interview  
Placement  
Assistance  
Doubts Clearing  
Sessions

20 Premium Tools  
LIVE Campaigns  
Guest Lecture &  
Workshops

# *Premium Tools of Digital Marketing*

- SEMrush
- Ahrefs
- Woorank
- Canva
- Grammarly
- Keywordtool
- Keyword planner
- Alexa (page rank)
- SEMscoop
- PicMonkey
- Crello
- WordAi
- Uber suggest
- Moz
- Buzzsumo
- SpyFu
- Animoto
- Serpstat
- Pictochart
- Stockunlimited



# Find us on Social Media



FaceBook



Instagram



LinkedIn



YouTube



Telegram

## ***Email***

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## ***Website***

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# *Contact Us!*

Let's Learn Together.