



SLIM

SCAFFOLD LEARNING
INTEGRATED METHOD



DIGITAL MARKETING

FROM

TECHMINDZ

We use **SLIM - SCAFFOLD
LEARNING INTEGRATED METHOD**
for talent building,
development/enhancement.

**TAP - TALENT AWARENESS
PROGRAMS**

to deliver emerging technology
learning via hassle free methods.

These programs will be delivered
through both online and direct face
to face sessions.



DIGITAL MARKETING FOR BEGINNERS

1. Digital Marketing Overview

2. SEO

- ❑ Basics
- ❑ Keyword research & planning
- ❑ On page SEO
- ❑ Off page SEO
- ❑ SEO Audit tools

3. SEM(Search engine marketing)

- ❑ Google ads overview - How it works, Planning & Strategies
- ❑ Understanding keywords & tools
- ❑ Bid strategies

- ❑ Geographic/Demographics targeting

❑ Search Ads

- Overview
- Sample campaign creation

❑ Display ads

- Overview
- Sample campaign creation

- ❑ Adwords account monitoring & basic optimization

- ❑ Generating leads & tracking conversions(Analytics)
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4. SMM(Social media marketing)

- ❑ **Social media ads overview - How it works?**

- ❑ **Facebook**

 - ❑ Types of ads

 - ❑ Lead generation

 - Overview
 - Introduction to lead forms
 - Detailed targeting
 - Sample campaign creation

 - ❑ Website traffic & Conversion

 - Overview
 - Sample campaign creation

 - ❑ Post engagement, Video & Message campaign

 - Overview

- ❑ **LinkedIn**

 - Overview
 - Types of campaigns

2. **Certifications**

- ❑ **Search Advertising certification**

- ❑ **Techmindz certification**



ADVANCED DIGITAL MARKETING

1. Digital Marketing Overview

2. SEO

❑ Overview

❑ Introduction to Google keyword planner tool

❑ Introduction to page rank

❑ Keyword research & Ranking analysis

❑ On page SEO

- Page title & Meta data optimisation
- Social media Meta tag optimisation
- Content optimisation
- Robots.txt setup/optimisation
- XML sitemap setup/optimisation
- Google Webmaster Tool
- Google Analytics goal setup and traffic stats analysis

❑ Off page SEO

- Directory submission best practices
- Article submission best practices
- Classified submissions & best practices
- Question Answer submission
- Images & Videos submission
- Business listing

❑ SEO Audit tools

❑ SEO Audit report making

❑ Google My Business page creation & optimisation

❑ Introduction to Wordpress

3. SEM(Search engine marketing)

- ❑ **Google ads overview - How it works, Planning & Strategies**
 - ❑ **Understanding keywords & tools**
 - ❑ **Introduction to landing page concept**
 - ❑ **Bid strategies**
 - ❑ **Geographic/Demographics targeting**
 - ❑ **Search Ads**
 - Overview
 - Sample campaign creation
 - ❑ **Display ads**
 - Overview
 - Sample campaign creation
 - ❑ **Remarketing strategies**
 - ❑ **Video Ads**
 - Overview
 - Sample campaign creation
 - ❑ **Adwords account monitoring & basic optimization**
 - ❑ **Generating leads & tracking conversions**
 - Basic study of Analytics
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4. SMM (Social media marketing)

- ❑ **Social media ads overview - How it works?**
- ❑ **Facebook**
 - Types of ads
 - Lead generation
 - Overview
 - Introduction to lead forms
 - Detailed targeting
 - Sample campaign creation
 - Website traffic & Conversion
 - Overview
 - Sample campaign creation
- ❑ **Post engagement, Video & Message campaign**
 - Overview

- ❑ **LinkedIn**
 - Types of campaigns
 - How it works
 - Lead generation campaign
 - Overview
 - Sample campaign creation
- ❑ **Instagram**
 - Types of campaigns & How it works

5. Certifications

- ❑ **Search Advertising certification**
 - ❑ **Techmindz certification**
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