



Nicat Institute

Digital Marketing Course

Presented by Nicat Institute



DIGITAL MARKETING

Introduction

Digital Marketing course is concept to reach to reach your branding to the target audience and generate your leads and include various channels like Search Engine Optimization Search Engine Marketing, Email Marketing, Social Media Marketing, Inbound Marketing Content Marketing and web analytics.

What is digital marketing course?

Digital marketing has come of the most prominent to grow startup corporate brand & business. Through various tools & strategy. Presently almost every industry like Media & Entertainment, Finance Content Marketing Business etc.





Module 1

- History of marketing.
- Traditional Vs Digital Marketing
- Power Of Digital Marketing

Module 2

Facebook Marketing



- Facebook Marketing
- Creating Group
- Creating Events
- Fundraiser
- Creating Page
- Facebook Insights
- Facebook Marketplace
- Type of Facebook Ads
- Pixel Implementation
- Facebook Ecommerce Ad
- Facebook ad Center
- Boost Post
- Facebook ad Manager

Module 3

Instagram Marketing



- How to start
- Understanding Instagram
- Establish Professional Account
- Creating Stories
- Instagram ads via facebook
- Creating Audience
- Boost post on instagram

Module 4

Twitter Marketing



- Introduction of Twitter
- Importance of Twitter Code
- Twitter Advertisement tools
- Twitter Analytics & Other tools
- Twitter Conversion Tracking
- How to market on Twitter
- Twitter Analytics & Other

Module 5

Linkedin Marketing



- Introduction of Linkedin
- Linkedin Advertising
- Features of Linkedin
- Linkedin profile & its utilities
- Benefit of Linkedin
- Linkedin Business Page
- Marketing strategy in Linkedin
- How to create linkedin ads

Module 6

Pinterest Marketing



- Pinterest Marketing
- Pinterest Profile
- Optimization Pinterest
- Board Creation
- Pin Post
- Pinterest Analytics
- Business Account
- Pixel Implementation
- Pinterest Increase
- Followers Website verification

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Module 7

Website Publication



- Domain & Hosting
- Seo in Wordpress
- Upload Website On Hosting

Module 08

Website Design



- Setup Wordpress
- What are worpress plugin?
- What is wordpress theme?
- Upload Website On Hosting
- Using wordpress widget

Module 09

On Page Seo



- What is on-page SEO? And, why is it important?
- How do I perform a content audit?
- What is E-A-T and how does it impact my on-page SEO?
- How do I optimize my title tags and meta descriptions?
- How should I write my header tags?
- Is keyword cannibalization sabotaging my rankings and traffic?

Module 10

Off Page Seo



Off-page SEO refers to all SEO tactics that don't involve updating or publishing content to your website. In the past, many used "off-page SEO" and "link building" interchangeably, but in reality, there are many off-page SEO, SEO stactics you can use, including :

- Brand building
- Content marketing
- Social media, and more.

Module 11

Technical Seo



- Use SSL
- Ensure your site is mobile-friendly.
- Speed your site up.
- Fix duplicate content issues.
- Create an XML sitemap.
- Consider enabling AMP.
- Add structured data markup to your website.

Internship Include Digital Marketing Course



Work On Live Digital Marketing Project

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Module 12

Introduction of Google Ads



- Search – Text ads on Google search results
- Display – Image ads on websites or on Gmail
- Video – Video ads on YouTube
- Shopping – Product listings on Google
- Local – Drive customers to a physical location
- Discovery – Runs ads across Google's feeds when they're open.

Module 13

Google Search Ad

Search ads are keyword-driven digital ads. The search term a user enters determines which ads appear on the search engine results page (SERP).



- Google Search
- Google Play
- Google Maps
- Shopping tab
- Search partners across thousands of other websites

Module 14

Google Display Ad



Display ads are ads that are shown on the articles, videos, or websites that consumers browse. With Google Ads, you may serve your ads on the Google Display Network, a collection of over two million websites that reach over 90% of internet users across the globe.

Read on to learn how this works.

- Search ads vs Display ads
- How to start using Display ads
- How to reach customers based on interest



Module 15

Google Video Ad

Shopping ads are ads that include rich product information, such as a product image, price, and merchant name. They're created using data attributes from the product information you submit in your Merchant Center data feed and are shown to people who are already searching for the kinds of products you advertise.

Module 16

Google App Ad



As an app advertiser, you want to get your app into the hands of more paying users. So, how do you connect with those people? App campaigns streamline the process for you, making it easy to promote your apps across Google's largest properties including Search, Google Play, YouTube, Discover on Google Search, and the Google Display Network. Just add a few lines of text, a bid, some assets, and the rest is optimized to help your users find you.

Module 17

Google Local Ad



46% of all Google searches are locally oriented. And conversion rates tend to be higher when people search for something locally (especially on mobile when people are on the go and looking for something immediately).

Module 18

Google Analytics



Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes.

The service is part of the Google Marketing Platform and is available for free to anyone with a Google account.

Module 19

Google Tag Manager



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Module 20

Google Search Console



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Module 21

Google Keyword Planner

Keyword Planner helps you research keywords for your Search campaigns.

You can use this free tool to discover new keywords related to your business and see estimates of the searches they receive and the cost to target them.

Keyword Planner also provides another way to create Search campaigns that's centered around in-depth keyword research.



Module 22

Google Trends



A little more than a year ago, we made Google Trends data available in real time; and increasingly, it's helping people around the world explore the global reaction to major events.

5 Workshop By Industry Expert



- Graphic Design Expert
- Import and Export
- Facebook Ads Expert
- Blogging Expert
- Business Growth Expert

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Module 23

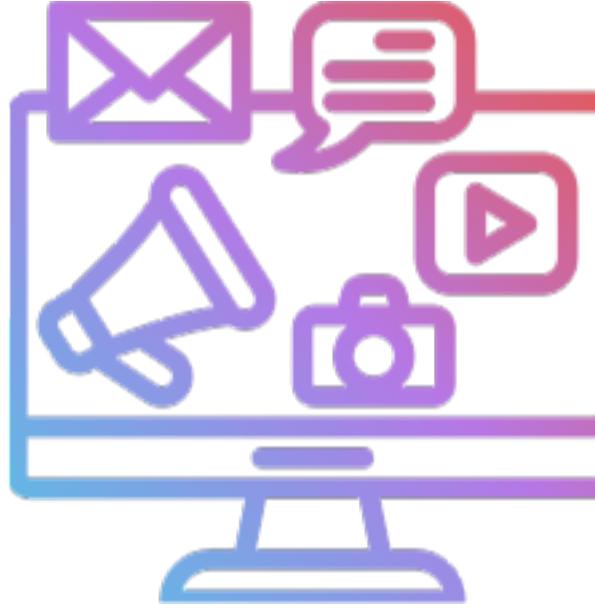
Google My Business Listing



A blog (a shortened version of “weblog”) is an online journal or informational website displaying information in reverse chronological order, with the latest posts appearing first, at the top. It is a platform where a writer or a group of writers share their views on an individual subject.

Module 24

Content Marketing



Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.

Module 25

Blogging



A blog (a shortened version of “weblog”) is an online journal or informational website displaying information in reverse chronological order, with the latest posts appearing first, at the top. It is a platform where a writer or a group of writers share their views on an individual subject.

Free Tool For Website Development



1000+ Themes
1000+ Plugins

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Module 26

Email Marketing



Email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services. It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts. It can also play a pivotal role in your marketing strategy with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.

Module 27

Email Design



Email design is the process of strategically designing and creating an email that resonates with your business's target audience, specifically your current email subscribers and customers.

Module 28

Email Marketing Tools

In fact, email continues to be the top channel for content marketing with both B2C and B2B marketers. 87% of B2B marketers and 77% of B2C marketers use it to nurture their audience.



- HubSpot Email Marketing
- Sender
- Sendinblue
- Omnisend
- SendPulse

Module 29

Lead Generation Technique

A lead is any person who indicates interest in a company's product or service in some way, shape, or form.

Leads typically hear from a business or organization after opening communication (by submitting personal information for an offer, trial, or subscription) ... instead of getting a random cold call from someone who purchased their contact information.



Module 30

Social Media Marketing

Strategy For Lead



A lead is any information someone shares that you can use to follow up with them. That includes names, email addresses, occupations, employers, or any other information that a social media user shares with you.

The final stage of collecting social media leads is converting. This is the process of turning potential customers into paying customers.

Module 31

Lead Generation Pluggin & Extension

Collecting high-quality leads is a challenging task that marketers face. Even once you've created a fantastic, high-converting landing page, you're not done.

- Gravity Forms
- Hustle
- Bloom
- Thrive Leads



Module 32

Lead Management Software

There are direct and indirect customers to your products and services. Businesses initially tap the direct customers that are valuable and convertible. Convertibles are those we tag as hot leads.

- monday.com
- Pipedrive
- Act! CRM
- Zoho CRM
- Freshsales



Module 33

Lead Generation

Automation



Automated lead generation is about using tools which are powered by AI and machine learning to create lead generation systems across all your inbound and outbound channels. This lets you automate leads across your customer journey and manage them for better conversion.

Comparison Table

	Nicat	Other Alambagh	Other institutes
Support	Life Time	During Course	During Course
Workshop	5	✗	✗
Internship			
Live Projects	Include	✗	✗
Free Tools	15,000+	✗	✗
Agency Own Experience	5 year	✗	✗

Module 34

Campaign Management

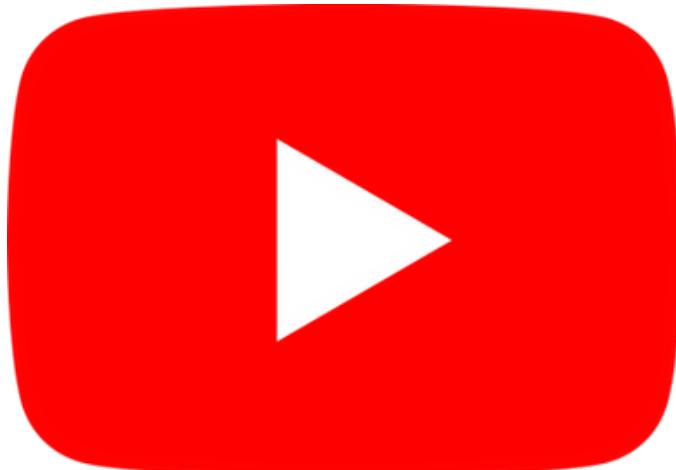
For Lead Generation



One of the main objectives of running a successful lead generation campaign (and one of the most important) is to do just that, generate leads. The campaign process involves classifying prospective customers and qualifying their probability to buy in advance of making a sales call. The purpose of lead generation can vary from driving sales leads to something like increasing webinar registrations.

Module 35

Introduction Of Youtube Marketing

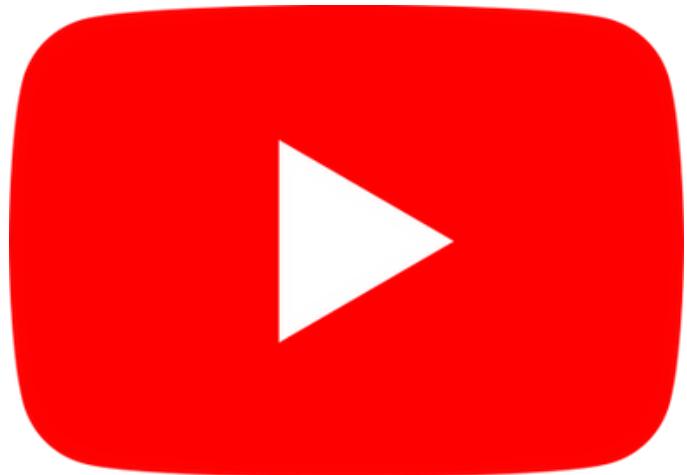


YouTube marketing is a strategy that involves creating videos and uploading them on YouTube to promote a brand or a product and gain more exposure. It helps companies boost traffic, increase their customer base, and reach new audiences.

Module 36

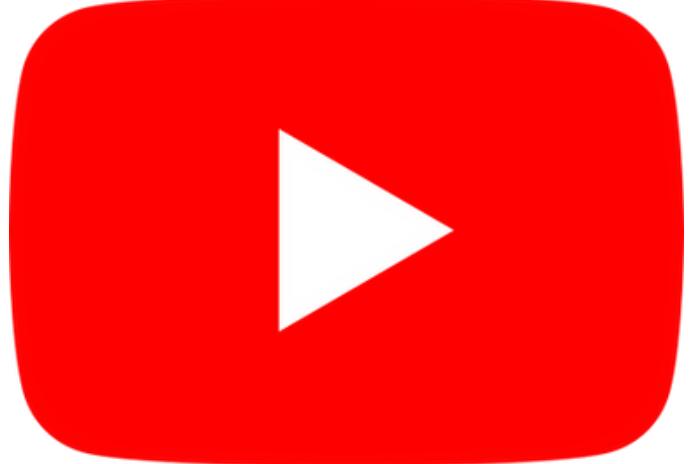
Youtube For Business

Marketing is moving toward video over static content, and YouTube is a key player. For an individual user, the site appears straightforward, but it's more complicated if you want to use it to market and grow your business. Here's what you should know to use YouTube for business.



Module 37

Youtube Marketing

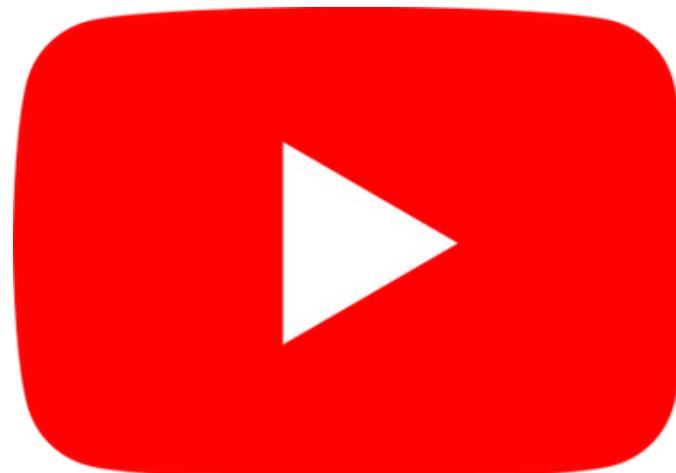


YouTube Marketing is the practice of promoting businesses and products on YouTube's platform, by uploading valuable videos on a company's YouTube channel or using YouTube ads.

Module 38

Youtube Analytics

YouTube Analytics in advanced mode lets you see more specific data about your channels, assets, and audience. You can also compare content performance metrics and export your data.



Module 39

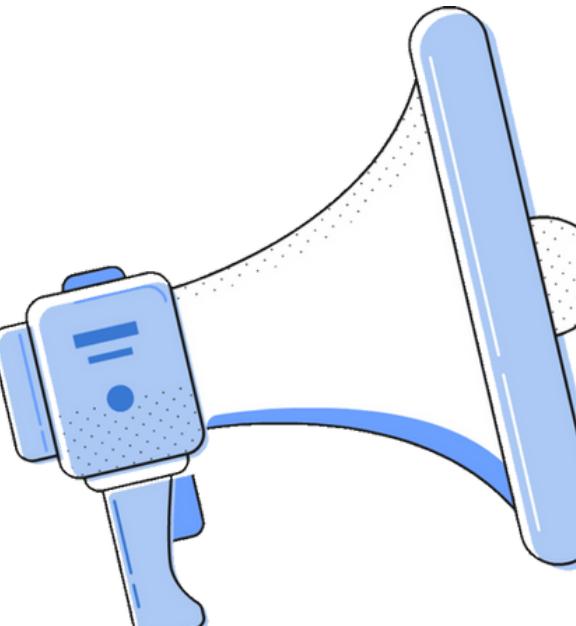
Monetization Youtube

In simplest terms: YouTube monetization is the ability to make money from your videos. To enable monetization on YouTube, you need to meet certain requirements and join the YouTube Partner Program (YPP). According to YouTube, to qualify for monetization, you must have: 4,000 watch hours over the last 12 months.



Module 40

Introduction Of Affiliate Marketing



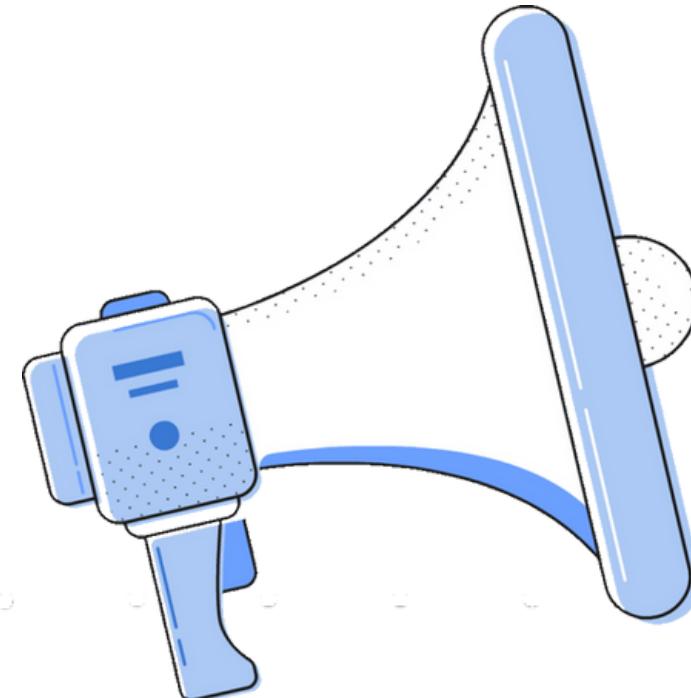
In short, affiliate marketing is a strategy in which a brand pays a commission to an individual (an affiliate) based on sales generated through their referrals.

In a nutshell, if you're an affiliate (also referred to as a publisher), you use your skills as an online marketer to refer your audience to a product. When someone in your audience decides to buy a product or take an action based on your recommendation, you get a commission.

Module 41

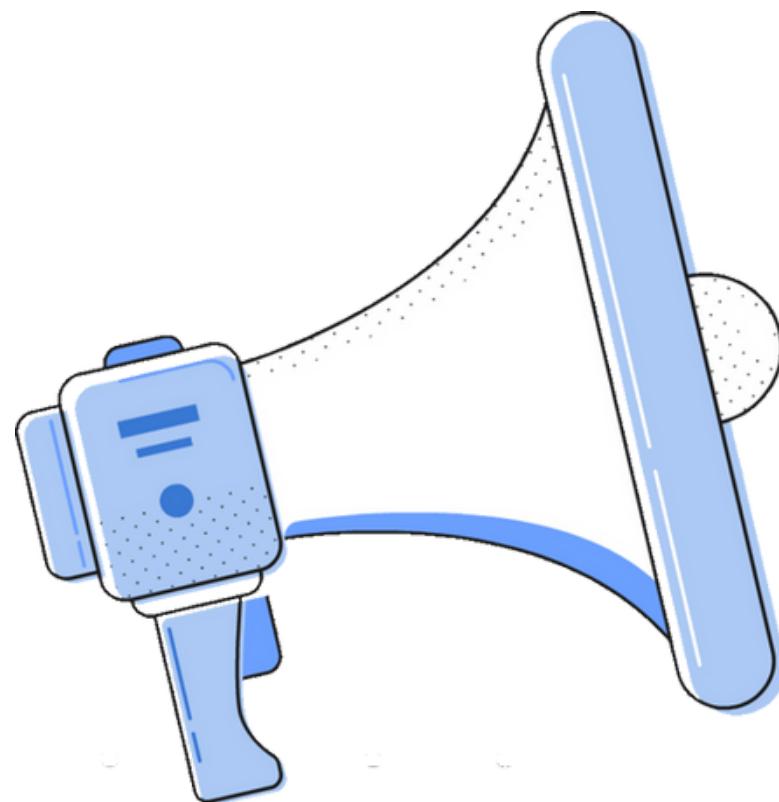
How Affiliate Marketing Work?

One of the main objectives of running a successful lead generation campaign (and one of the most important) is to do just that, generate leads. The campaign process involves classifying prospective customers and qualifying their probability to buy in advance of making a sales call. The purpose of lead generation can vary from driving sales leads to something like increasing webinar registrations.



Module 42

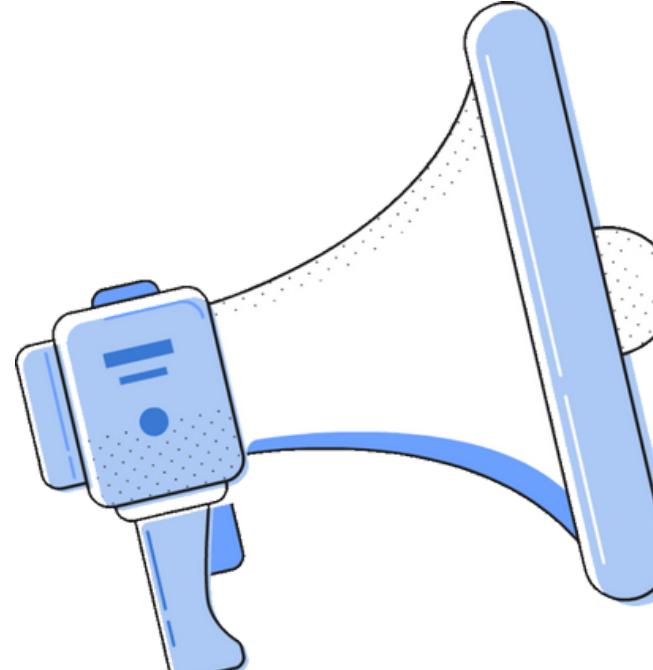
Requirement To Start Affiliate Marketing?



- Step 1: Create a Website or A Blog
- Step 2: Choose an Industry, and then Niche Down
- Step 3: Research Products in Your Niche that You Can Review
- Step 4: Sign Up for the Amazon Affiliate Program
- Step 5: Find affiliate programs for the other products you want to review
- Step 6: Create content in the form of tutorials, review posts, resource pages, or emails and use your affiliate link
- Step 7: Optimize the page and track your rankings in Google
- Step 8: Rinse and Repeat!

Module 43

Affiliate Marketing Website

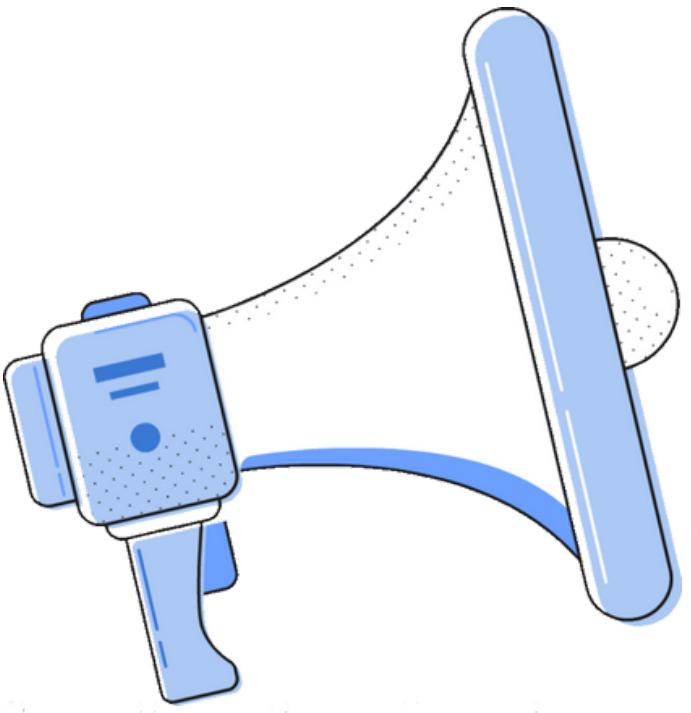


Affiliate marketing is one of the best options if you are looking for an online job. It would be great to make money off your blog, right? There are tons of websites the internet is flooded with, and it makes most of the bloggers confused, and their only question is, "where to begin?"

- Share ASale Affiliates
- Amazon Affiliates
- eBay Partners

Module 44

Social Network For Affiliation



A common trap when it comes to any form of social media marketing is believing all you need to do is post a few times here & there.

But the truth is there's much, much more that goes into it. And affiliate marketing is no exception.

Like any other marketing campaign, you need a plan. Including gathering the resources you'll need to get started, assessing your advertising goals and target audience, and optimizing your promotions to fit different social media platforms.

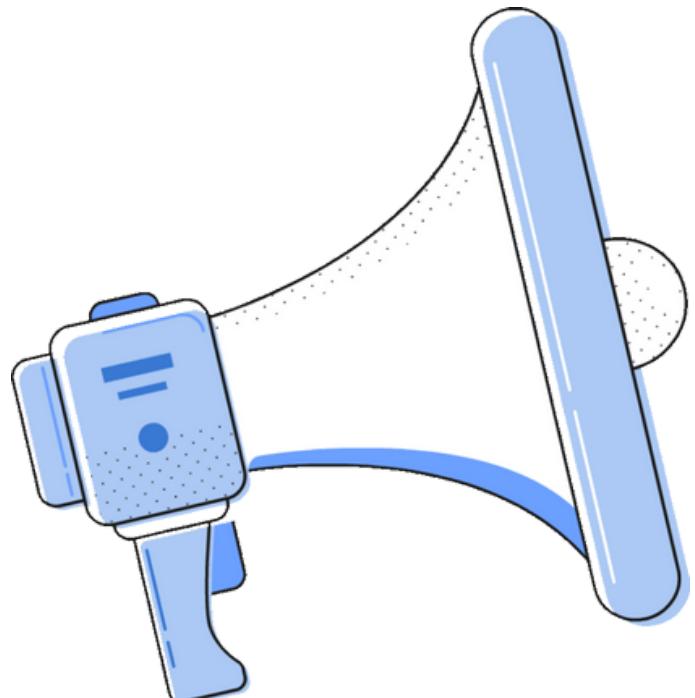
Module 45

Affiliate Marketing Deeply

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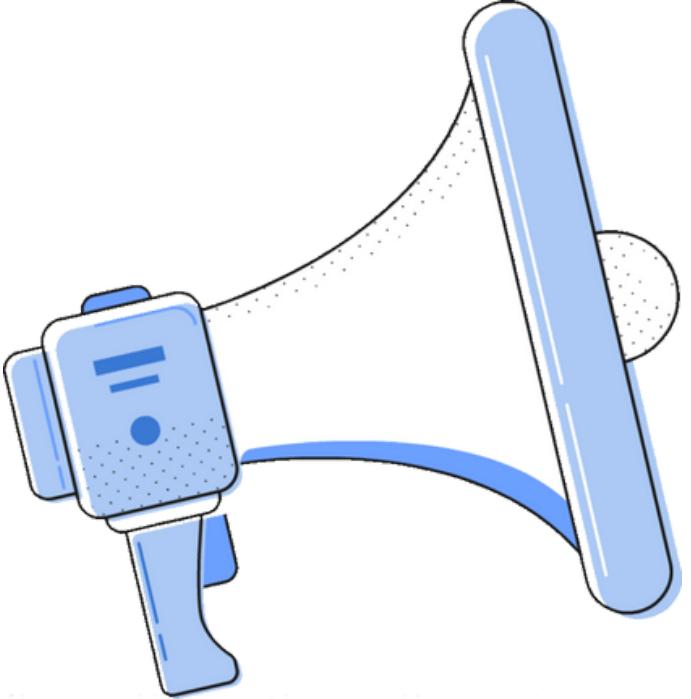
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Module 46

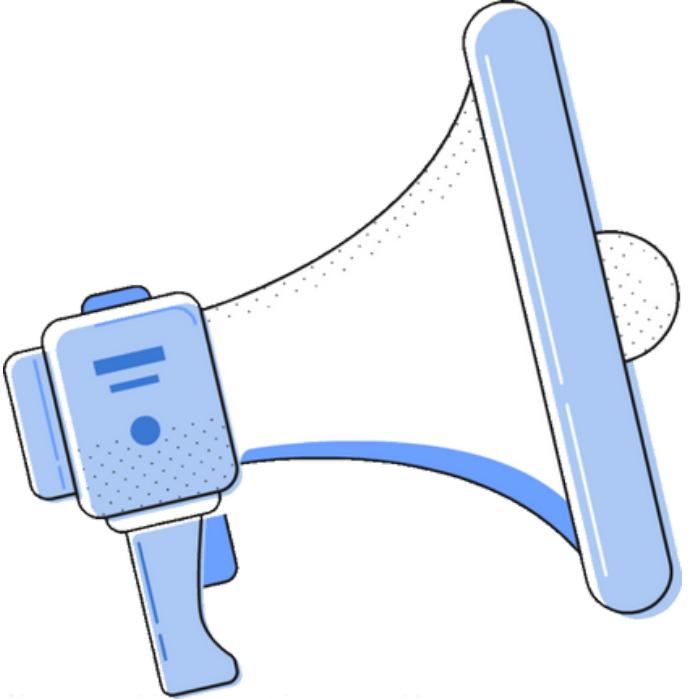
Keyword Research Analysis



Keywords are important because they're picked up as search engines crawl your site. When you populate your website content with these keywords, the search engines (like Google) will pick up on this. It will then rank your site in its listings when a user searches for that keyword. The higher you are in Google, the more likely you are to be noticed by a buyer. Then you can squeeze them down your marketing funnel.

Module 47

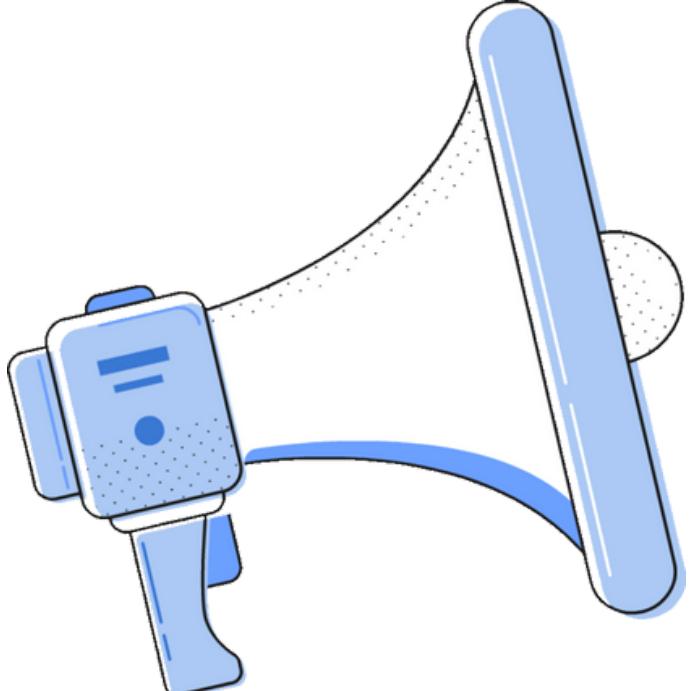
Choose Right Affiliate Network



Affiliate marketing is a strategy in which a business pays a commission to an individual (affiliate) based on sales generated through their referrals. The aim is to boost traffic and sales for the business website. Essentially, affiliates find a product they like, promote it to their audience, and earn a piece of the profit for each sale they make. An affiliate link is all that affiliates need to promote a product or service through a blog post, a video, a story on their social media, or another marketing effort.

Module 48

Affiliate Niche Selection



Start by researching and brainstorming topics for a niche. Then, narrow down that list using Quora to find niche topics that are trending. Check if you can monetize these trending topics on ClickBank. Use further research on AdWords to find keywords in your new niche that are exploding with growth and high bids.

Module 49

Introduction to Graphic Designing

- Basic Graphic Designing
- Canva
- Photoshop





Module 50

Video Editing

- Understanding Types of Video
- Filmora



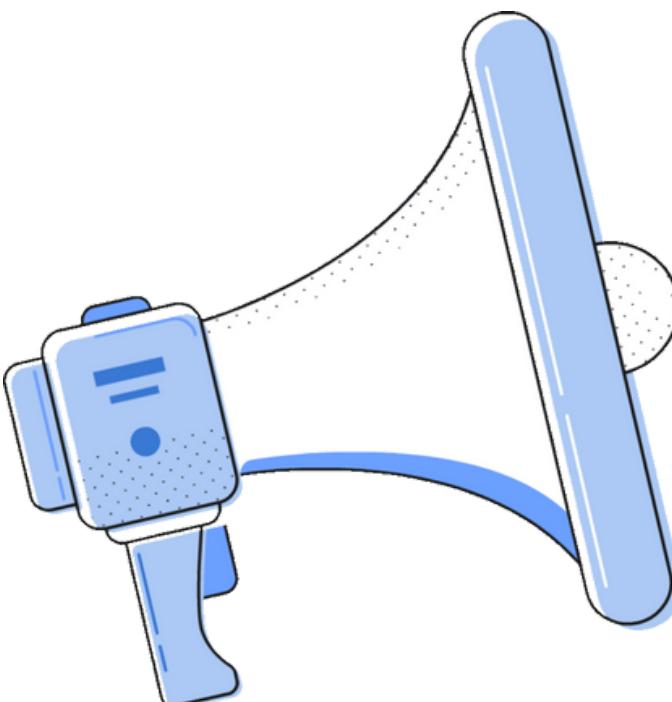
Module 51

AI Powered Digital Marketing

- ChatBot Marketing
- AI Based Video & Picture Editing
- AI Base Content Creation

Module 52

How To Grab Project

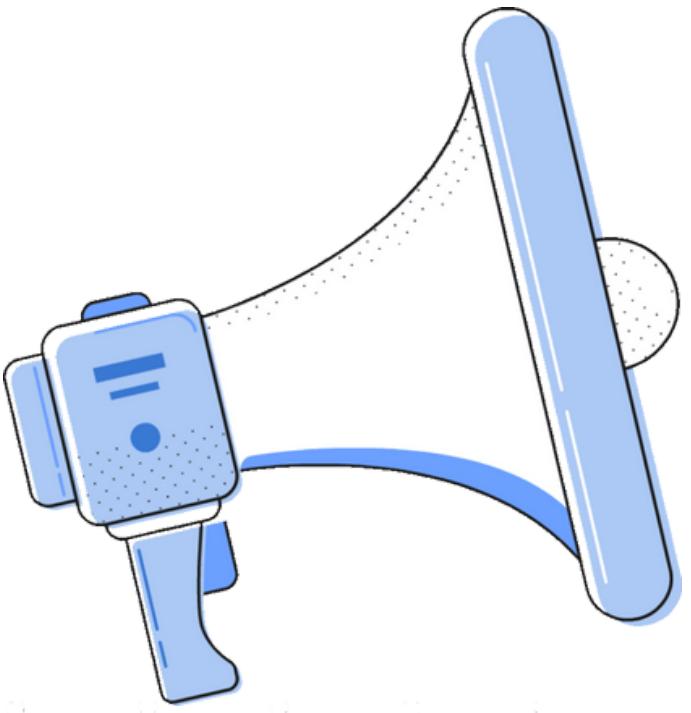


As I see it, there are five steps you need to follow that'll help you get your first gig and establish a freelancing career. Here they are:

- Identify your skill as a service
- Define your ideal client or market
- Build your portfolio and profiles
- Market your services to clients
- Capture the results/gaps, analyze the output at each step, and attune your approach to keep growing.

Module 53

Placement Process

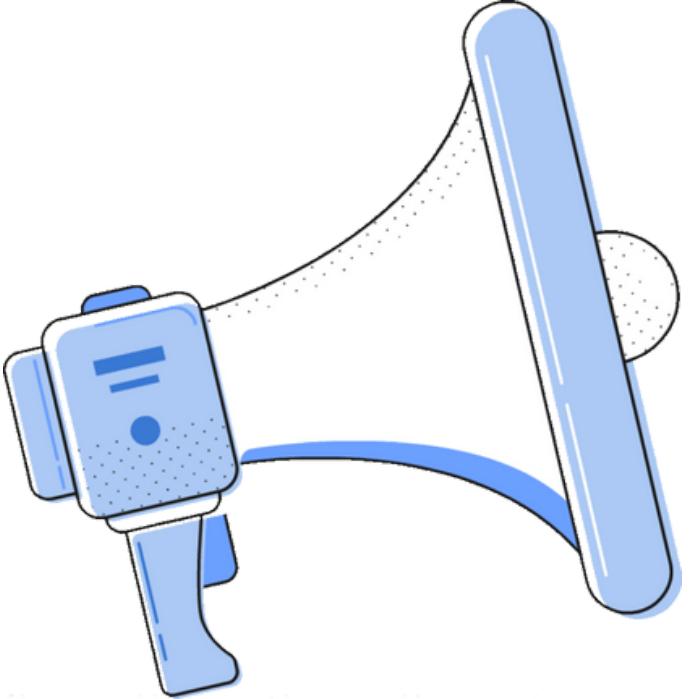


Introduction on Placement is an important human resource activity after a candidate has been selected. He she should be placed on a particular job. In fact, placement signifies placing the right person on the right job in a good manner. The term 'placement' includes initial assignment of new employees and promotion, transfer or demotion of present employees. The process of placing the right man on the right job is called 'Placement'.

In other words, Placement is a process of assigning a specific job to each and every candidate selected.

Module 54

Mock Interviews



There is no standard interview format for Digital Marketing interviews. The process will vary depending on the company and the interviewer. To see if you are the right fit, employers may test you on your digital marketing knowledge and technical skills.

In addition, you can expect to answer behavioral questions, which will reveal your work habits, experience, and personality.

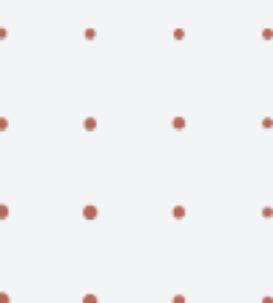
Get In Touch

Website

www.nicatinstitute.com

nicatinslk@gmail.com

**8756605148,
8922949666**



**Digital
marketing is
way of connect
a business with
its customers**

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