

DIGITAL MARKETING **CERTIFIED ASSOCIATE**



simpli|learn

CONTENTS





MODULES:

- 01: Search Engine Optimization
- 02: Social Media
- 03: Content Marketing
- 04: Email Marketing
- 05: Mobile Marketing
- 06: Pay Per Click (PPC)
- 07: Conversion Optimization
- 08: Web Analytics

TOOLS:

- 01: Google Analytics : Specific Techniques and Reports
- 02: Google AdWords Fundamentals
- 03: Facebook Marketing and Advertising
- 04: YouTube and Video Marketing

Key Features: The Simplilearn Difference

-  Dream team of Digital marketing authors to prepare you for your digital marketing role
-  Prepares you for 7 Certification. OMCA and Experience certificate
-  4 real life projects to make you job ready
-  Imparts in-depth knowledge on 8 topics and 4 tools.



Lesson 2 - On-Page Optimization

This lesson covers the signals search engines use to determine the best search results for any query and their classification based on relevancy and popularity. It also discusses on-page or relevancy factors, including title tags, header tags, URLs, and Alt Text.

Lesson 3 - Off-Site Optimization

In this lesson, you will look at hyperlinks and the principles of link building every SEO must know. You will understand how the value of a backlink is determined and how this affects the ranking of a page.

Lesson 4 - Duplicate Content

In this lesson, you will look at hyperlinks and the principles of link building every SEO must know. You will understand how the value of a backlink is determined and how this affects the ranking of a page.

Lesson 5 - Keyword Research and Competitive Intelligence

This lesson demonstrates how keyword research, and specifically user intent, is the foundation of SEO strategy. You will look at basic methods of keyword research and recognize the impact of targeting short-tail versus long-tail queries.

Lesson 6 - Design and Architecture

In this lesson, you will look at design best practices that users expect across the web which also help in search engine ranking. You will also look at elements that have to be optimized purely from a search engine perspective.

Lesson 7 - Local SEO

This lesson explains how the emergence of mobile devices and location-aware technologies like GPS has led to the rise of local SEO. You will also learn about important on-page signals in local SEO.

Lesson 8 - SEO Measurement

In this lesson, you will look at the search engine rankings versus conversions as measures of SEO performance. You will identify which one of these is the best measure and why.

Lesson 9 - Algorithm Updates and SEO Changes

This lesson covers the impact of Google algorithm updates such as Panda, Penguin, and Not Provided on SEO. You will learn about optimizing websites to meet changing search engine requirements and the importance of creating high-quality content.

Lesson 10 - Integrating SEO with Other Disciplines

In this last lesson, you will learn about the importance of user experience in SEO, the role of SEO in the overall digital marketing landscape, and areas of overlap with other disciplines. You will also learn about the importance of analytics in SEO success.



About the Author

Danny Dover is the author of “Search Engine Optimization (SEO) Secrets” and the former lead SEO at Moz



Social Media Foundations

Social media is about people connecting with each other and sharing content. It represents a huge opportunity for big and small brands alike to engage with people cutting across demographics and drive traffic to their websites. In this course, you will understand the importance of building a social media strategy and how to strengthen your social media presence. You will learn about the different social media channels: blogs, microblogs, social networks, media sharing sites, social review sites. You will also look at engaging with influencers, how to manage your social media reputation and measure performance against social media goals.

Lesson 1 - Introduction to Social Media

In this lesson, you will understand the potential of using social media for business and the interaction between paid, earned, and owned media. You will also look at linking Social campaigns with business goals and recognize the importance of a social media Home Base.

Lesson 2 - Making the Message Stick and Spread

This lesson explains the appeal of viral marketing and the four commandments of viral. You will identify the reasons that prompt people to share content and how to find the balance between brand-driven messaging and sales-driven messaging.

Lesson 3 - Social Media Channels

In this lesson, you will understand the landscape of social channels available for your business with an in-depth look at the different channels: Blogs, microblogs, social networks, media sharing sites, and review sites. You will identify the best practices for each of these channels.

Lesson 4 - Engaging with Influencers

This lesson explains the different types of influencers and their specific traits. It also talks about locating influencers and how to pitch them. It describes the eight-step process of reaching out to and pitching influencers, and tracking the results.

Lesson 5 - Listening and Reputation Management

In this lesson, you will look at the essential practice of managing your social media reputation by identifying places to “listen” online and methods to communicate with upset customers. You will understand how customer chatter can ultimately help improve your brand.

Lesson 6 - Social Media Measurement

In this lesson, you will identify the three areas of measurement: Engagement, Promotion, and Conversion. You will also look at outlining a social media funnel and identify metrics associated with each stage.

Lesson 7 - Integrating Social Media with Other Disciplines

In this last lesson, you will identify the marketing disciplines that complement social media, and also how social media benefits, overlaps with, or draws from other channels.



About the Author

Jennifer Evans Cario is President of Sugar Spun Marketing, and a social media strategist. She also serves as Adjunct Professor for Rutgers University's online Social Media Mini MBA program. She is the author of three books, including “Pinterest Marketing: An Hour a Day”.



Content Marketing Foundations

enables marketers to distribute relevant and valuable content to attract customers. This content can be in the form of videos, articles, blog posts, guides, white papers, and many others. In this course, you will learn about the importance of content marketing, content marketing strategy, and overseeing a content marketing program. At the end of this course, you will become familiar with content marketing tactics, creating content for social media platforms, and budget and measurement considerations in content marketing.

Lesson 1 - Introduction to Content Marketing

This introductory lesson explains what Content Marketing is, its origins, and how it can enhance your online marketing efforts. You will look at effective content marketing strategies as well as the cost of not having a content strategy in place.

Lesson 2 - Content Marketing Strategy

This lesson explains how to create a content strategy and brand story that identifies key opportunities for your company. You will learn how to measure performance against the content strategy. Besides this, you will also look at creating a playbook for your content program and overcoming budget issues.

Lesson 3 - Overseeing a Content Marketing Program

This lesson explains the need for a content marketing team and how Content Marketing complements Social Media and SEO. It also describes how influencers and evangelists contribute to the engagement model of marketing as against the traditional exposure model.



Email Marketing Foundations

Email has been viewed as a spammy channel in the past, but today it has made a comeback as a powerful marketing tool. In this course, you will learn how email can be used effectively to create a loyal base of engaged customers. After completing this course, you will become familiar with basic email terminology, learn how to build and maintain a mailing list, and avoid spam reports. You will also learn about measuring the performance of email campaigns and how to automate your email campaigns.

Lesson 1 - Introduction to Email Marketing

This introductory lesson explains how email marketing, from being known more for spam, has become a key part of the digital marketing landscape. It also covers basic email marketing terminology, how messages are delivered to recipients, and email-specific metrics.

Lesson 2 - Spam

In this lesson, you will learn how spam is defined and how key laws regarding spam affects marketers. You will also learn about spam filters, the types of signals that trip them, and how to avoid your email marketing messages getting marked as spam.

Lesson 3 - List Building and Management

In this lesson, you will become familiar with the tactics to build a list of email subscribers and the basic tasks involved in maintaining a high-quality email list. You will also look at the risks and benefits of buying email lists.

Lesson 4 - Elements of an Email

This lesson describes the different elements of an email and their purpose. It tells you how multiple elements, when put together correctly, can increase click-through and conversion rates.

Lesson 5 - The Process of Measuring Email

In this lesson, you will learn about the stages of an email measurement funnel. You will learn about various types of emails, and measure and benchmark them according to their purpose. You will look at the effectiveness of email marketing compared to other channels.

Lesson 6 - Marketing Automation

In this lesson, you will learn in detail about marketing automation and how it can benefit email marketing. You will look at examples of automated campaigns, understand how to schedule one, and identify how automation can help create more personalized messages.

Lesson 7 - Integrating Email with Other Disciplines

In this lesson, you will see where email marketing fits into the digital marketing mix and how to combine it with other disciplines to create successful campaigns. You will learn how the email channel can be strengthened by content marketing, conversion optimization, and analytics.



About the Author

Matt Bailey is the founder and president of SiteLogic, and the author of “Internet Marketing An Hour A Day”.



Mobile Marketing Foundations

As mobiles have become ubiquitous, marketers cannot afford to ignore this channel. Customers increasingly expect to engage with brands and businesses via mobile, regardless of size. In this module, you will look at various products and services available in Mobile, and how to use them to build an effective marketing campaign. After completing this course, you will be familiar with building loyalty programs with Mobile, the significance of location-based technologies, and opportunities in mobile advertising. You will also learn to recognize the needs of mobile audiences, understand rules and regulations surrounding mobile marketing, and how to go about mobile measurement.

Lesson 1 - Introduction to Mobile Marketing

In this introductory lesson, you will understand the importance of mobile marketing, its need in the current digital landscape, and how it complements other marketing channels. You will learn how to distinguish between mobile advertising and mobile marketing.

Lesson 2 - Products and Services

In this lesson, you will learn about various products and services in mobile marketing such as, MMS and SMS. You will also look at examples of location-based technologies and learn how web content has to be modified for mobile devices.

Lesson 3 - Incentives and Loyalty Programs

This lesson describes mobile incentives and how they can contribute to the bottom line. It covers the rules impacting mobile loyalty programs and the best practices for running an SMS loyalty program.

Lesson 4 - Location Opportunities

In this lesson, you will delve into the details of location-based mobile services and see how it involves the concept of explicit content. You will learn about the importance of local SEO and the advantages of using these technologies to reach mobile users with powerful incentives.

Lesson 5 - Mobile Advertising

In this lesson, you will learn to define mobile advertising and identify different the ad types available. You will also look at successful mobile advertising campaigns and the KPIs that define mobile advertising success.

Lesson 6 - Mobile Audiences

In this lesson, you will learn about some general characteristics of mobile users and the forms in which they prefer mobile content. You will learn about mobile-friendly technologies that you can include in your campaign and customizing content for mobile devices.

Lesson 7 - Rules and Regulations

This lesson discusses some of the major rules and regulations impacting mobile marketing and familiarizes you with the Mobile Marketing Association's general code of conduct. You will also briefly look at the regulations and penalties associated with major spam laws.

Lesson 8 - Mobile Measurement

In this lesson, you will look at the possibilities and limitations in measuring mobile marketing efforts. You will also see how to correlate key metrics to track mobile services.

Lesson 9 - Mobile and other Disciplines

In this lesson, you will understand how mobile depends on and complements other digital marketing channels, and why having a mobile-friendly website is crucial for email and SEO success. You will also look at the importance of analytics in mobile marketing.



About the Author

Jeff Hasen is the founder and president of mobile consultancy Gotta Mobilize and author of two books, “The Art of Mobile Persuasion” and “Mobilized Marketing”.





Pay-Per-Click Foundations

Pay-per-click (PPC) or paid search enables advertisers to reach the audience they want, when they want, and at the budget they want. In this course, you will learn the basics of paid search and how to set up and organize a paid search account. You will compare different buying funnels and learn how to modify your PPC strategy based on the buying funnel structure. After completing this course, you will be able to describe the PPC auction, targeting options, and keyword research. You will also learn how to create compelling ads, measure goals and adjust bidding options, and conduct a PPC audit.

Lesson 1 - Introduction to PPC

In this introductory lesson, you will learn how to define pay-per-click (PPC) or paid search and distinguish between paid search and organic search results. You will look at how display advertising complements paid search. You will also learn about the PPC cycle.

Lesson 2 - Account Hierarchy

This lesson describes the paid search account structure and organization in detail. You will also look at the settings at different levels of account organization.

Lesson 3 - The Buying Funnel

In this lesson, you will look at buying funnel stages and how to match search queries to the different stages. You will also understand the concept of search sessions and how to provide appropriate information to move customers through the buying funnel.

Lesson 4 - The PPC Auction

This lesson describes the PPC auction in detail, describing how ads are ranked in a search engines results page. You will also look at the concepts of quality score and its role in determining ad rank. Finally, you will see how to place bids appropriate to your PPC budget.

Lesson 5 - PPC Targeting Options

In this lesson, you will learn how to correlate targeting options to campaign or ad group level settings. You will also identify the best practices for location, device, and time-frame targeting options. The lesson also covers targeting based on placement, context, and user interest.

Lesson 6 - Keyword Research

In this lesson, you will learn how to match different keyword types to different buying funnel stages, and categorize keywords. You will look at organizing your campaigns and ad groups to make them more effective, and places where you can find ideas for new keywords.

Lesson 7 - Creating Compelling Ads

In this lesson, you will learn about different ad components and how to combine them to create effective ads. You will see how ads can be tested before they are launched and understand how extensions can improve click-through rates and user actions.



Conversion Optimization

Conversion Optimization includes the techniques to turn website visitors into sales, leads, or subscribers. In this course, you will look at the different concepts in conversion optimization and how to implement them. After completing this course, you will be able to describe different techniques to test and analyze different parts of a website, the buying process called AIDAS, and the four customer categories or personas. You will also learn the significance of landing page elements, copywriting, and design. Finally, you will learn about the three key areas to test in Conversion Optimization.

Lesson 1 - Introduction to Conversion Optimization

In this introductory lesson, you will learn to define Conversion Rate Optimization (CRO), and explain how incremental improvements leads to gains over time. You will also learn about the different concepts and techniques in conversion optimization and view some success stories.

Lesson 2 - Building Momentum

This lesson discusses the concepts of scent and AIDAS, the elements of a webpage that can indicate scent and how scent can break on a website. You will look at the AIDAS process in detail and explain the importance of the satisfaction step in online marketing.

Lesson 3 - Understanding Personas

In this lesson, you will understand how visitor's goals relate to the conversion rate of your website, and understand that customers reach the conversion point from different paths. You will look at the four personas based on the scales of objectivity and deliberation and list their traits.

Lesson 4 - Landing Pages

This lesson describes the relationship between ads and landing pages and key ingredients of a landing page. You will also look at the purpose of each element of a landing page.

Lesson 5 - Copywriting

In this lesson, you will learn about what customer care when reading website copy and the importance of crafting attractive headlines. You will also learn how to take control of website copy and simplify the message so that the average customer can understand it.

Lesson 6 - Designing for Conversion

In this lesson, you will look at the design concepts on a webpage and prioritize the elements of a webpage in the order in which users must see them. You will also identify the steps of a logical design process.

Lesson 7 - The Conversion Trinity

This lesson describes the three factors of the conversion trinity and lists the webpage factors that fall into the trinity. You will also look at the changes that can be made to webpages to increase conversions and how to recognize if any factor from the trinity is missing.

Lesson 8 - Integrating Conversion with Other Disciplines

In this last lesson, you will learn how conversion optimization complements other digital marketing channels. You will look at the importance of implementing conversion techniques in a mobile environment, and describe how CRO can solve the problems web analytics identifies.



About the Author

Bryan Eisenberg is the co-author of the Wall Street Journal, Business Week, USA Today and New York Times bestselling books “Call to Action”, “Waiting For Your Cat to Bark?” and “Always Be Testing



Web Analytics

Web analytics is essential to understand where customers heard about your business, what they looked at, and how their past purchases informed their choice. In this course, you will see how digital marketers today have access to a huge amount of data and how web analytics can help transform their decision making. After completing this course, you will be able to identify Key Performance Indicators for your business, understand how to segment your data, and become familiar with the methods to extract qualitative data. You will also learn about testing customer behavior, using competitive intelligence tools, campaign tracking, and how Analytics works in small and large organizations. Finally, you will learn how current tools in Analytics enable multi-channel attribution to analyze how different digital channels impact the bottom line.

Lesson 1 - Introduction to Web Analytics

In this introductory lesson, you will understand how Web Analytics can benefit your business, both online and offline. You will learn what web analytics involves and its key benefits. You will also look at the limitations of clickstream data and learn about Web Analytics 2.0.

Lesson 2 - Key Performance Indicators

In this lesson, you will, learn to distinguish a KPI from a metric, the key attributes of a great KPI, and choose KPIs relevant to your organization. You will also look at KPI examples for different organizations and learn how to analyze a metric to see it meets the requirements of a good KPI.

Lesson 3 - Segmentation

In this lesson, you will look at why segmentation is necessary to understand customer behavior and the importance of analyzing segments related to acquisition, behavior, and outcomes. You will also see how to choose data segments that reveal insights you can act on.

Lesson 4 - Qualitative Data

This lesson explains how qualitative data from surveys can be valuable and what questions to include for an effective survey. It also discusses the pros and cons of having long-form surveys on your website.

Lesson 5 - Experimentation and Testing

In this lesson, you will be familiarized with the concepts of online experimentation and testing. You will look at testing techniques such as A/B testing and multivariate testing, and identify their advantages and disadvantages.

Lesson 6 - Competition Intelligence

This lesson discusses the importance of competitive intelligence data and how it can provide insights into your competitors' online performance. You will also look at examples of actions you can take in response to this knowledge of your competitors' performance.

Lesson 7 - Campaign Tracking

In this lesson, you will learn to define campaign tracking and describe the importance of campaign tracking in marketing programs. You will also look at campaign tracking tools and how to use campaign tracking to make budget-related decisions in marketing.

Lesson 8 - Organizational Maturity

This lesson discusses budgeting for web analytics in your organization. It covers the 10/90 rule as it applies to web analytics budgeting and setting up web analytics teams for different organization sizes.

Lesson 9 - Multi-Channel Attribution

In this lesson, you will learn about the advantages of multi-channel attribution over last-click attribution. You will also identify which channels complement each other and which channels deliver last-click conversions. You will also look at the concept of attribution modeling.



About the Author

Avinash Kaushik is the Digital Marketing Evangelist for Google and the co-founder of Market Motive. Through his blog, Occam's razor, and his best-selling books, "Web Analytics 2.0" and "Web Analytics: An Hour A Day", Avinash has become recognized as an authoritative voice on web analytics.



TOOLS:

Google Analytics: Specific Techniques and Reports

In this module, you will learn to use Google-specific analytics tools covering Advanced Table Filtering, Analytics Intelligence, Mobile Application Tracking, Multiple Goals and Goal Types, Tracking Unique Visitors, Custom Data Alerts. You will also learn how to identify the known unknowns and leverage Custom Alerts, and UTM Tracking Parameters.



About the Author

Avinash Kaushik is the Digital Marketing Evangelist for Google and the co-founder of Market Motive. Through his blog, Occam's razor, and his best-selling books, "Web Analytics 2.0" and "Web Analytics: An Hour A Day", Avinash has become recognized as an authoritative voice on web analytics.

Google AdWords Fundamentals

In this course, you will learn about the tools and techniques used in paid search advertising, covering topics such as account structure, keywords and match types, creating text and search ads and ad extensions. You will also look at campaign types and settings, advertising metrics, bidding and bid modifiers, quality score, AdWords reports and tools. You will learn how to optimize your AdWords account with these tools and techniques.



About the Author

Brad Geddes is the author of "Advanced Google AdWords", and founder of Certified Knowledge, an online source where the Paid Search community comes together for PPC training, tools, and advice.

Facebook Marketing and Advertising

Social media platforms present a big opportunity to advertisers to get their message before many users. And Facebook being the biggest platform today, advertisers have to know their way around this platform to reach a wider audience. After completing this course, you will be able to build a marketing strategy for Facebook, understand the Facebook algorithm News Feed and how to use it, and integrate Facebook with other marketing efforts. You will also learn about Facebook ads, choosing ad types, and ad targeting.



About the Author

Jennifer Evans Cario is President of Sugar Spun Marketing, and a social media strategist. She also serves as Adjunct Professor for Rutgers University's online Social Media Mini MBA program. She is the author of three books, including "Pinterest Marketing: An Hour a Day".

YouTube and Video Marketing

Today, internet users are consuming more and more content in the form of videos on their mobiles or desktops. Learning how to leverage video for marketing efforts has become essential for digital marketers. After completing this course, you will become familiar with video marketing strategies, techniques to gain exposure and measure impact, leveraging mobile video and how to promote and measure mobile video.



About the Author

Greg Jarboe is the author of "YouTube and Video Marketing: An Hour a Day", and writes for Search Engine

Trusted by Industry Leading Marketing Teams :



CONTACT US

USA

Simplilearn Americas, 201 Spear Street, 11th Floor,
San Francisco, CA 94105.
1-866-323-9444

SINGAPORE

Simplilearn Singapore Pte. Ltd.
10 Anson Road #26-04 International Plaza, Singapore (079903).

INDIA

Simplilearn Solutions Pvt. Limited
#53/1C, 24th Main, 2nd Sector, HSR Layout, Bangalore 560102.
Phone No: +91 8069999471



www.simplilearn.com