Full Stack Digital Marketing Training Course by Industry Experts

ITShare's Certificate Course in Full Stack Digital Marketing is a carefully thought and developed course keeping the industry requirements in mind. With the rapid increment in the requirements to promote businesses online, the need for having essentials skills to create content and promote on digital channels has been growing exponentially. This is creating the need for people who can do multi-tasking without taking the help from others. Especially small and medium businesses are facing the issue of not having required skills under their permitted budgets. With our decades of experience in creating digital experiences, we created this hybrid course with elements that are essential to make our students more resourceful.

Who Can Take This Course?

- Digital Marketers who Want to Upgrade
- Graduate Freshers
- Beginners in User Interface / User Experience Practice
- Graphic Designers

Certificate Course in Full Stack Digital Marketing Training Modules

#	Module
1	Digital Marketing Fundamentals
2	User Experience Fundamentals
3	User Experience Design Process
7	HTML 5
8	CSS 3
9	WordPress
10	Digital Marketing Strategy
11	Blogging and Content Marketing
12	Search Engine Optimization (SEO)
13	Social Media Marketing
14	Online Advertising (Google Adwords, Facebook, Twitter, LinkedIn, YouTube)
15	Influencer Marketing
16	Create and Manage YouTube Channel
17	Affiliate Marketing
17	Marketing Automation
18	Google Analytics

What Will You Be Able to Do After the Training Program?

Build an Effective Digital Marketing Strategy

You will learn how to create an effective digital marketing strategy for different business domains. You will be able to perform a series of actions needed to reach your goals using online marketing. It involves multiple goals depending upon the scale of your business, simple way of thinking about your digital marketing strategy, creating, fine-tuning, building, and maintaining to meet your goal objectives, identifying your target audiences, selection of right channels, budgets, and communicating messages.

Build Website

You will be able to create your professional website with WordPress to gain long-term cost reduction, keep your people up-to-date about your offers and promotions, make your business accessible, reach a wider audience, save your time, gain credibility, and improve your customer service. You will understand the importance of creating a great website for creating a great user-experience for the users.

Drive Traffic Through Blogging and Content Marketing

You will be able to write great content and will learn the art of blogging. In this module, you will understand how to select niche theme for your blog, discover the right topics to write, research and collect information, create great titles for your blog, promote your blog, convert your post into various formats, and measure the reach and actions. You will also understand the process of developing and engaging, error-free, non-plagiarized, and unique content.

Drive Organic Traffic Through SEO

Search Engine Optimization (SEO) is the process of getting top positions in the Search Engine Result Pages (SERPs) and to increase traffic from free and organic search results on search engines.

Through this module, you will learn about how the search engine works through crawling, indexing and ranking. Learn about the SEO algorithms and the SEO process starting from the website audit, creating strong website architecture, filling each page with rich content, performing keyword research, performing on-page and off-page optimization, to monitor performance. You will be able to do the competitive analysis part by identifying the strengths and strategies of your competitors to determine their strength and weakness and compare them to your products and services. You will learn about the Webmaster tools, Local SEO, and Ecommerce SEO. You will be able to learn how to optimize your websites for improving the quality of traffic to your website and increasing the quantity of traffic to your site through organic search engine results.

Engaging Audiences with Social Media Marketing

Social media marketing, SMM is the process of internet marketing that involves attracting traffic to your website through social media platforms or channels like Facebook, Instagram, Twitter, Google Plus, YouTube, LinkedIn, and Pinterest as the marketing tool.

In this module, you will be able to create engaging and compelling content for all social media platforms that your people will share with their peers and friends. It will involve encouraging participation, community or network building, and engagement. You would be able to create social media strategy for a brand and also learn and experience social media techniques like attracting people with Twitter chats, live videos, contests, Facebook posts, and more.

Run Paid Advertising Campaigns Through Google Adwords

You will be able to create and run advertising campaigns using Google AdWords. A paid advertising campaign has the potential to generate results quickly and reach your customers instantly. You will understand and implement various bidding strategies, bidding methods and targeting methods to attract, engage and convert your audience. Learn about AdWords search and display network, different formats of ads, search network and display network campaigns, shopping and video campaigns. You will be able to run live campaigns on AdWords to generate more leads for a real business.

Generate Traffic Through Influencer Marketing

Influencer marketing is the form of marketing which focuses on influential people (a mutual friend who connects you with your audience or the people who are active on blogs and social media and have a large number of followers and subscribers) rather than the whole target market. You will be able to identify, contact, have influencers run your campaign on their websites, social media channels, and YouTube with the help of tools like Buzzsumo, Right Relevance, and more.

Generate Income With Affiliate Marketing

Affiliate marketing is a type of marketing called as performance-based marketing where you refer someone to an online product, and you receive a commission when that product is brought by the person you referred. Through this module, you will be able to discover the different affiliate networks, register with them, create affiliate links and start using them on your website.

Measure Your Marketing Efforts Through Marketing Automation

Marketing automation refers to the technologies and the software platforms, that are designed for the marketing departments and organizations to streamline, automate, measure marketing workflows and tasks, and effectively market on multiple channels online. Marketers use the marketing automation platform to plan, coordinate, manage, and measure all of their online and offline campaigns and marketing efforts.

Through this module, you will learn the marketing automation process with hands-on practicals on the marketing automation platform, Lead Squared.

Understand and Implement Data-Driven Marketing

Learn the personalization engine tool that can help you create a custom, more personal and more effective experience for each customer or each website viewer. You will learn the big data personalization engine that makes more effective and personal website content and marketing strategies and provides more personalized experience for each customer. Recommendation engines discover data patterns in the data set by learning viewers or audience choices and produces according to their needs and interests. You will learn recommendation engines that Google use to maximize it's target ads revenue, ecommerce websites use to provide you with the options like 'people who bought this also bought this', Facebook use to automatically suggest you to tag friends in pictures, etc.

Analyze Key Data With Google Analytics and Develop Actionable Insights

Google Analytics is a free Web Analytics tool that provides detailed statistics and basic analytics tools for all your marketing efforts and search engine optimization. You will learn how to analyze data and create actionable insights using Google Analytics. You will be able to analyze visitor's traffic and understand the complete picture of your audience and their needs in their purchase journey.