

AWA offers a wide-ranging yet comprehensive overview into the world of Internet Marketing and Social Networking, examining the most effective methods for utilizing the power of the internet to conduct successful corporate and business marketing communications.

All of the most relevant topics are explored in depth, offering a coherent overview of this complex sphere, demystifying much of the technical jargon in the process. Subjects examined include: email marketing and banner advertising, rich media and video marketing, online PR and news, social networking, pay-per-click advertising and the methods and techniques of successful search engine optimization

Digital / Internet Marketing

Introduction for Digital Marketing

Introduction for SEO

How Search Engine operates

How people interact with search engines Why search engine marketing is necessary

The basics of search engine friendly design and development

Keyword Research

How Usability, experience and content affect rankings Growing popularity and links

Search engine tools and services

Myths and Misconceptions about search engines

Measuring and tracking success

SEO

What is On-Page Optimization?

- ➔ Keyword Research with Google Keyword Planner.
- ➔ How to Select a Domain Name?
- ➔ Page Naming {URL Structuring} and Folder Naming
- ➔ Image Naming, Image Title and ALT Tags Creation
- ➔ What are Meta Tags
- ➔ Description
- ➔ Country Robots
- ➔ Keywords
- ➔ Author
- ➔ Redirection Tags

- ➔ Headings Tags {H1 to H6}
- ➔ Headings Tags {H1 to H6}
- ➔ What is Content Writing?
- ➔ SEO Friendly Content Writing {Inserting keywords in content}
- ➔ Anchor Text, Link Title
- ➔ Robots.text file use and creation
- ➔ HTML Sitemap creation
- ➔ XML Site Map Creation
- ➔ ROR text sitemap
- ➔ Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)
- ➔ What is Alexa?
- ➔ Alexa Integration

What is OFF-Page Optimization?

- ➔ What are Backlinks?
- ➔ Why Backlinks are Important?
- ➔ How to Get Backlinks?
- ➔ Difference Between Do-Follow and No-Follow Backlinks
- ➔ What is Google Page Rank?
- ➔ How to Increase Page Rank?
- ➔ Search Engine Submissions
- ➔ Directory Submissions
- ➔ Article Writing and submissions
- ➔ Press Release writing and submissions
- ➔ Blog Posting and comment writing
- ➔ Classifieds posting
- ➔ Forum Posting
- ➔ Business Listing
- ➔ Social Bookmarking

- ➔ Social Networking
- ➔ RSS Feeds

Search Engine Algorithms

SEM

- ➔ Understanding Google search
- ➔ Rule based personalization of marketing at internet scale
- ➔ Overview of Google Adwords, Microsoft AdCenter and Yahoo Search Marketing

Strategizing PPC campaigns

- ➔ Setting objectives, goals & expectations
- ➔ Actionable metrics for performance measurements
- ➔ Formulating account structure
- ➔ Effective segmentation of keywords
- ➔ Usage of multiple match types
- ➔ Non overlapping Ad Groups

Pay Per Click Overview

- ➔ PPC Definition & how it functions
- ➔ Important Terms - Quality Score, Conversion Rate etc.
- ➔ Quality Score Overview, Understanding

Market Analysis

- ➔ Understanding industry key drivers
- ➔ Competitive Analysis
- ➔ Organizational positioning
- ➔ Targeting

Ad writing Techniques

- ➔ Compelling ads that increase Click Through
- ➔ Rates (CTR) at lower costs
- ➔ Understanding, Analyzing & Improving Relevance & Quality score
- ➔ Improve conversion rates, Targeted ads & relevant landing pages
- ➔ Ad Preview tool
- ➔ Best Practices like using features such as reviews, +1 button etc.

Effective landing pages

- ➔ Importance of UI/UX design
- ➔ Call to Action
- ➔ Campaign Management
- ➔ Overview of the tools
- ➔ Understanding advance functionality

Bid Management Plan

- ➔ Understand bidding strategy
- ➔ Manual vs. Automated bid management
- ➔ Different bid management features like CPA bidding, position preference etc.

Performance Tracking

- ➔ Set campaign objectives & goals
- ➔ Define Performance metrics
- ➔ Monitor PPC activity with Google Analytics

Reporting & Analysis

- ➔ Set campaign objectives & goals
- ➔ Define Performance metrics
- ➔ Monitor PPC activity with Google Analytics

SMM

Why care about Social Media?

- ➔ Orientation to Digital Marketing and Social Media
- ➔ Latest Stats and Trends about Social Media (Global & Indian)
- ➔ Relevant Social Media Success Stories (Global & Indian)

Demystifying Community Building on Face book

- ➔ Orientation to Facebook Brand Pages
- ➔ EdgeRank Algorithm: Why engagement is key to success on Facebook?
- ➔ How to create Facebook Marketing Strategy?
- ➔ Facebook Applications for Fan Growth and Engagement
- ➔ How to create Brand Ambassadors on Facebook?
- ➔ Leveraging Facebook Insights for Success
- ➔ Relevant Facebook Marketing Success Stories (Global & Indian)

Creating Twitter Marketing Strategy

- ➔ Twitter Strategy Framework: From Objectives to ROI
- ➔ Exercise: Creating Twitter Marketing Strategy

Creating Facebook Marketing Strategy

- ➔ From Objectives to ROI
- ➔ Competitive Research
- ➔ Strategy Presentation by Participants
- ➔ Exercise: Participants to create Facebook Marketing Strategy for their organizations
- ➔ Types of Facebook Ads
- ➔ Facebook Ads vs. Google Adwords
- ➔ Significance of CTR (Click Through Rate)
- ➔ Optimizing Ad Copy & Targeting
- ➔ Exercise: Participants to launch & promote live
- ➔ Facebook Communities

Twitter: The Jewel in the Social Media Crown

- ➔ Twitter in Plain English
- ➔ Twitter for PR, Brand Building, Customer Engagement and Thought Leadership
- ➔ Leveraging Lists, Hashtags & Trends
- ➔ Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex

Leveraging LinkedIn for B2B Lead Generation

- ➔ LinkedIn in Plain English
- ➔ Lead Generation through Individual Profiles
- ➔ Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups
- ➔ Exercises: Profile Makeover, Answers, Groups, Status Updates, Recommendations

Measuring ROI of Social Media

- ➔ Guidelines for Measurement on Social Media
- ➔ Importance of Qualitative Feedback
- ➔ Framework for ROI Measurement
- ➔ Creating ROI Metrics Dashboard
- ➔ Tools to Measure ROI

EMAIL-MARKETING

Effective Email Content

- ➔ Conversation
- ➔ Relevance
- ➔ Incentives
- ➔ Timing
- ➔ Creative & Copy
- ➔ Attributes

Effective Creative

- ➔ Introducing: CRABS
- ➔ Does your emails have crabs?
- ➔ Email template model
- ➔ Best Practices
- ➔ NLP Demonstrations (neuro linguistic programming) to understand customers better

Customer Acquisition Strategies

- ➔ Rented List Emails
- ➔ Co-branded Emails
- ➔ Third Party email Newsletters
- ➔ Viral Emails
- ➔ Event Triggered Emails
- ➔ House e-newsletters

INBOUND MARKETING

- ➔ Attracting your potential customers into conversion funnel
- ➔ Various ways to build reach through Digital Marketing
- ➔ What are Engagement Magnets?
- ➔ How to identify right set of engagement magnets for your business?
- ➔ Effectiveness of various Engagement Magnet
- ➔ Digital Reach Building Strategy through Inbound Interest Generation

Landing page

- ➔ Conversion Oriented Landing Page
- ➔ Design
- ➔ Investment in Landing Page
- ➔ Is it for me?
- ➔ What is it?
- ➔ Critical concerns to address on landing page
- ➔ What's the next step

Converting your prospects into leads using emails

- ➔ What is Audience aggregation?
- ➔ Benefits of Audience aggregation
- ➔ How to do Audience aggregation through Emails
- ➔ Conversion Optimization
- ➔ Role of Conversion
- ➔ Understanding Customer Psyche
- ➔ Conversion Optimization User Flow and Persuasion
- ➔ Online Persuasion
- ➔ True meaning of Landing Page
- ➔ User Flow and Online Persuasion

Life Cycle Emails

- ➔ Life Cycle Emails: What and Why?
- ➔ Lead Nurturing with Drip Email Marketing: How?

Introduction to Google AdWords - SEM

- ➔ Basics of Online Advertising/Marketing
- ➔ ZMOT – The Zero Moment of Truth
- ➔ Discussion on paid & Free Google Products
- ➔ Google AdWords Certification Exams
- ➔ Importance of Google AdWords from other related Platforms

AdWords Account Setup

- ➔ Overview of learning process and laying a road map
- ➔ How to Setup an AdWords Account
- ➔ Overview of AdWords Interface
- ➔ Overview of AdWords Dash Board and all tabs
- ➔ Billing interface in AdWords account
- ➔ Promotional codes and policies around them.

Creating First Campaign

- ➔ Understanding the Objectives & Goals of Campaign
- ➔ Limitations of an AdWords Account
- ➔ Differences b/w Legacy and Enhanced Campaigns
- ➔ Location and Language Settings advanced)
- ➔ Bidding and Budget – Flexible Bid Strategies
- ➔ Scheduling: Start date, end date, Ad scheduling
- ➔ Ad delivery: Ad rotation, frequency capping

- ➔ Demographic bidding (Display Network Only)
- ➔ IP exclusion tool – Exclude IP Address
- ➔ Flexible bid strategies and its uses
- ➔ Automated rules for campaigns
- ➔ Google AdWords Advertising Policies

Ad groups and Keywords

- ➔ Understanding the Objectives of an Ad Group
- ➔ Keyword Matching Options (Exact, Phrase, Broad and Negative Matches)
- ➔ Use of Keyword Planner Tool
- ➔ Negative Keywords and its detailed analysis
- ➔ Text Ad Format – Best Practices
- ➔ Quality Score and Its Importance
- ➔ Comprehending the Ad Group and Keywords Dash Board
- ➔ Search Terms + Single Keyword Auction
- ➔ Auction Insights Reports
- ➔ Columns Customization
- ➔ Alerts Setting
- ➔ Automated Rules for Ad Groups and Keywords.
- ➔ Application of Filters
- ➔ Identifying and Removing Duplicate Keywords

Ads Format and Ad Guidelines

- ➔ Ad Formats/Types in AdWords
- ➔ Text Ads and their Guidelines
- ➔ Image Ad Formats and Guidelines
- ➔ Display Ad Builder Ads and FAQ's
- ➔ Video Ads Formats
- ➔ TrueView Video ads (In-Search, In-Display, In-Stream)
- ➔ Ads Preview and Diagnosis – For individual Keyword
- ➔ Keyword diagnosis tool
- ➔ Ad Text Trademark Policies
- ➔ Dynamic Keyword insertion ads

Conversion Tracking

- ➔ Purpose of Conversions
- ➔ Create/Generate the Conversion Tracking Code
- ➔ Tracking the Cross Conversions
- ➔ Conversion Optimizer
- ➔ View through conversions
- ➔ Types of conversions

Display Network Targeting

- ➔ Objective of Display Network Campaign
- ➔ Concept of CPM and Branding
- ➔ Topic Targeting
- ➔ Interest Targeting
- ➔ Remarketing & Similar Audiences
- ➔ Automatic Placements

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- ➔ Application of Filters
- ➔ Identifying and Removing Duplicate Keywords
- ➔ Managed/Manual Placements
- ➔ Placement Tool
- ➔ Contextual Targeting Tool (Display N/W)

- ➔ CPC Bidding and CPM Bidding
- ➔ Creating an Online Video Campaign (YouTube Ads)

Reports and Increase Conversions

- ➔ Conversion Tracking Ideology
- ➔ Implementation of Conversion Code
- ➔ Thank you page and its importance
- ➔ Conv. (1 – Click) & Conv. (Many – Click)
- ➔ Impression share reports
- ➔ Search and Display Impression share reports
- ➔ Lost IS (Rank) & Lost IS (Budget)
- ➔ Dimensions Reports Importance
- ➔ Geographic and User Location reports
- ➔ Reach and Frequency reports
- ➔ Search Term Reports
- ➔ Segmentation Tab and its importance
- ➔ Google Analytics Tool and Benefits
- ➔ Remarketing (Search – Display) Similar Audiences

Account Access

- ➔ User Access Levels
- ➔ My Client Centre (MCC)
- ➔ Administrative Access
- ➔ Standard Access
- ➔ Read Only Access
- ➔ Email Only Access
- ➔ Terminate Access
- ➔ Grant Access
- ➔ API

AdWords Tools

- ➔ Change History Tool
- ➔ AdWords Editor (Standalone) Tool
- ➔ Bid Simulator Tool
- ➔ List Suggestor
- ➔ Google Analytics Tool
- ➔ Display Planner Tool
- ➔ Keyword Planner Tool
- ➔ Merchant Centre for PLA's, Feeds
- ➔ Opportunities Tab
- ➔ AdWords Questions n Answers
- ➔ AdWords Live Project