KLICK MEDIA LABS

ADVANCE DIGITAL MARKETING TRAINING WITH AI

Next-Level Education: Empowered by AI Technology

G Google Partner | **b** Bing | ∞ Meta Business Partner

Keep In Touch With Us

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About Klick Media Labs

As a leading Digital Marketing Company based in India, Klick Media Labs has been at the forefront of the digital revolution, shaping the online landscape with innovation, creativity, and unwavering dedication. Over the past six years we've been committed to helping businesses thrive in the digital sphere, leveraging the power of cutting-edge technology, strategic insightOver the past six years, and creative prowess.
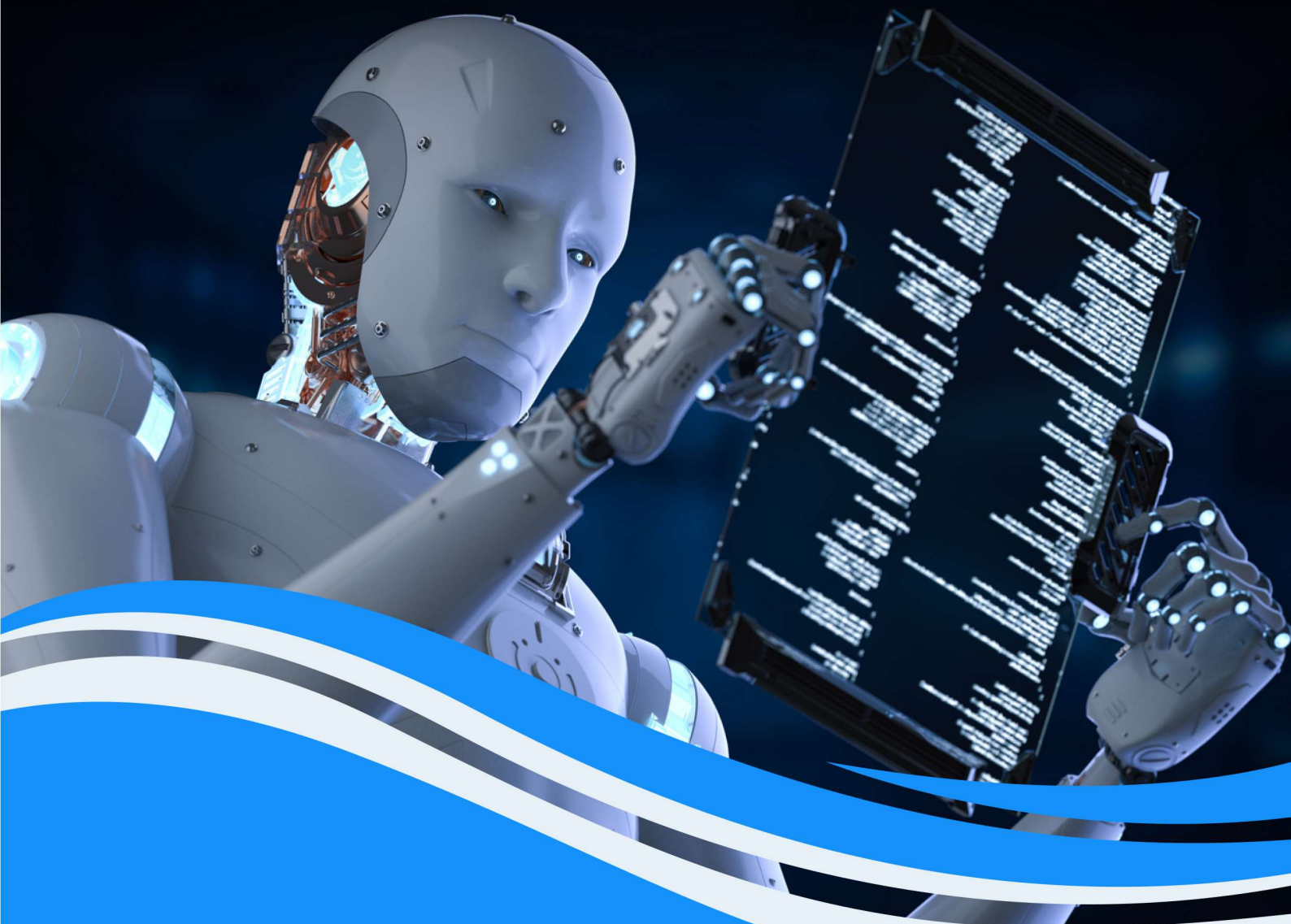
How Does this Program Work

Our Digital Marketing Training Program is designed to provide you with comprehensive knowledge and practical skills to excel in the dynamic field of digital marketing. We offer a structured curriculum covering all aspects of digital marketing, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, content marketing, analytics, and more. our program is regularly updated to reflect the latest trends, tools, and best practices. We provide ongoing support and resources to ensure you stay current with industry developments even after you complete the program.
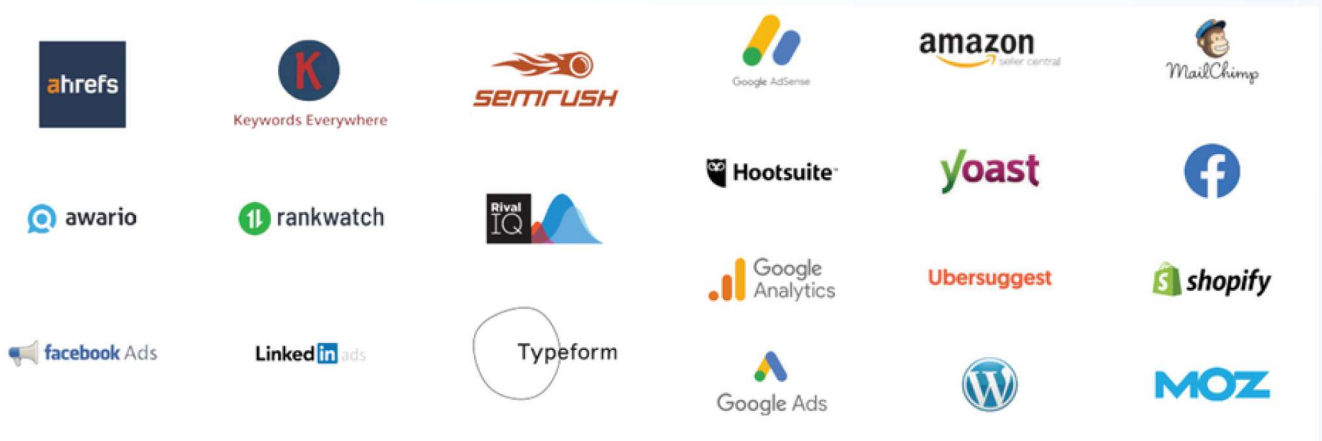
What will you Learn

1. Introduction to DM

- What Exactly is Digital Marketing?
- Digital Marketing Vs Traditional Marketing
- What is B2B & B2C Marketing?
- How to Start Digital Marketing?
- What is Traffic?
- What is Keywords?
- One By One Process Of Digital Marketing
- How to get traffic on website
- Types Of Lead & Conversion
- How to Retain your Web Customer?
- Benefit of digital marketing

2. General Overview of Web Concept & Hosting

- What is WWW?
- What is Domain?
- What Is Domain Name?

- What is Domain Extension?
- What is Hosting?
- Types of server
- Different types of website

3. Website Planning & Creation

- How to Create a Blueprint of a Website?
- Objective of Website
- Deciding Position of Images & Content
- How to make your website faster than Others?
- How to Create a website in Wordpress?
- Choosing the right domain name for your website
- Choosing a hosting platform Installing WordPress within 5 minutes
- Choosing the right free/paid wordpress theme for your blog
- How to set up Google Webmaster tools and Google analytics for your blog?
- Plugins you need for your WordPress blog/Website

4. Search Engine Optimization (on-Page SEO)

- What is SEO?
- What is SERP?
- What is on Page seo?
- How to Select a Domain Name?
- Page Naming (URL Structuring)
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Title
- What Is Meta Description
- Search Engine Optimization(on Page SEO) Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Insert keywords in content}
- Anchor Text, Link Title
- HTML Sitemap creation
- XML Site Map Creation
- Tools for seo
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)

5. Search Engine Optimization (off-Page SEO)

- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference between Do follow & 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
- Forum Posting
- Business Listing
- Classifieds posting
- Social Bookmarking
- Social Networking
- What is Page Rank?
- What is PA & DA?

6. Advance SEO Knowledge

- How to optimize your site for Google Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguin and EMD Update?
- How to recover your site from Panda, Penguin and EMD?
- What si black hat SEO
- Black Hat SEO technique

7. Google Ads (Search Advertising)

- Introduction to PPC & Adwords
- Setting Up Google Adwords Account
- Payment Option- Which is better?
- Create First Campaign
- Understanding Adgroup, Ads, Keyword Concept
- Learn Bidding Strategy
- Geo Targeting

9. Display Advertising

- What is Display Advertising?
- Understanding Display Setting Concept
- Frequency Capping
- Type Of Display Network
- Understanding Display Planner Tools
- Display Targeting Optimization
- Display Keywords Targeting
- Placement Targeting
- Topics & Demographics Targeting
- Understanding Conservative Targeting
- Aggressive Targeting(Display Campaign Optimizer)
- Tips & Tricks

10. Shopping Ads

- What is Shopping Ads?
- Creating & Verify Google Merchant Center Account
- Add Product in your MCA
- Understanding all required Fields for Product Listing.

- Add your Product in feeds using Google Seats
- Automatic Item Updates
- Linking MCA to Adwords Account

11. Video Ads

- What Is Video Ads?
- Video Ads Format
- In-stream or video discovery ads
- Bumper ads: 6-second video ads
- Different bidding methods
- Linking your YouTube accounts to Adwords
- Types of Video Targeting Method
- Selecting Best Targeting Method for your ads
- Tips for Creating Video Ads

12. Universal App Ads

- Understanding Universal App Ads
- Upload your First app to PlayStore/IOS
- Creating your First Mobile App Ad

- Campaign Optimization
- Bid Strategy (Cost per Install)
- Find Best Placement for ads
- Tips & tricks for More Installation

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- Bumper ads: 6-second video ads
- Different bidding methods
- Linking your YouTube accounts to Adwords
- Types of Video Targeting Method
- Selecting Best Targeting Method for your ads
- Tips for Creating Video Ads

14. Google Ads Alternatives

- Overview of Bing & Yahoo PPC
- Transfer Google Adwords Campaign to Bing
- Compare Adword & Bing PPC

- Understanding Google Alternative
- Explore Bidvertiser, Info links, Buy Sell Ads & More
- Adword certification

15. Tracking Performance and Measurement with Google Analytics

- What is Google Analytics?
- How Google Analytics works?
- Accounts, Profiles & user navigation
- Google Analytics
- Basic metrics
- The main sections of Google Analytics reports
- Traffic source
- Direct. Referring & search traffic
- Campaigns
- Visitors Analysis
- Unique visitors
- Geographic and language information
- Actionable Insights and the Big Picture

- Recap of Google Analytics reports and tools
- Finding actionable insights
- Common mistakes analysts make
- Additional Web analytics tools

16. Social Media Marketing

- What is Social media Marketing
- How to market Company's Product On Social Media
- Why is Social Media Important?
- 7 Wonders of Social Media
- Create your profile one by one

17. Email Marketing

- What is Email Marketing?
- What is Opt-in & double opt-in database?
- What is Subscriber database?
- Email Marketing Software
- Email Marketing Online Tools
- Bulk email service provider
- What is SMTP Server?

- Rules of sending Bulk mail
- Setting auto responder email
- Best practice to send bulk mail
- Few tricks to send mail in inbox directly
- What is CAN-SPAM Act?
- What is A/B testing?
- Create your First email Campaign
- How to track Open/bounce/ unsubscribed Email?

18. Lead Generation

- Definition of online sales lead
- Cold, Warm and Hot leads
- What is the landing page?
- Difference between landing page & website
- How to create a landing page?
- How to use the Thank you page?
- Tools to create landing pages: What is A/B testing?
- Lead Funnel
- Converting Leads into sales through internet Marketing

19. Online Advertising

- Introduction to banners, Contextual ads & rich Media
- Tools to manage pop up advertising
- Pop under advertising
- Contextual advertising using images & video
- Online Advertising company
- Creating Banner Ads using tools
- Tracking & Measuring ROI of online advertising

20. E-commerce Marketing

- What is ecommerce?
- Current ecommerce scenario in India
- Driving traffic to e commerce Portal
- How to perform SEO for ecommerce website?
- Create advance strategy for Ecommerce Portal

21. Content Marketing

- What is Content Marketing?
- Objective of content Marketing

- Why 'Content is King' for SEO scenario?
- How to write SEO friendly Content?
- How to become a content writer?
- Tools for content writing
- How to Spin other website content?
- How to promote your content online?

22. Influence marketing

- Introducing influence marketing
- What is brand influencers?
- What are Digital influencers?
- Social Media influencer Marketing
- Influence customer mindset
- Case studies of influence marketing

23. Online Reputation Management

- What is online Reputation?
- Why is Online Reputation Important?
- How to manage your online reputation?
- How to respond first page review

24. Become online seller

- How to Select Best Product?
- How to Decide Pricing?
- Select Best Marketplace for your Product
- Registering on Marketplace
- List your Product
- Choose Best Logistic option

25. Freelancing

- What is freelancing?
- Popular freelancing websites
- How to take project from a freelancing website?
- How to Choose a Freelancer(For your project)?
- How to get money worldwide?
- Popular online payment option for freelancer

26. Internet Entrepreneurship

- How to Start Online Business?
- How to register Company in India?
- Important Tools for Entrepreneu

- Rules & regulation of Taxation in India
- Funding Concept for Company
- How to Get Fund from Investor?
- Problem solving idea creation

27. Interview Preparation

- How to Write Perfect Resume?
- Question & Answer Session
- Important questions List
- Mock test Preparation

28. Ad Algorithm & Psychology

- Understanding the human behaviour on Internet
- Ad Concept and analysis
- Ad Psychology & Strategy discussion

29. Payment Gateway Set-up

- How to apply for various payment gateway?
- Payment Gateway verifications
- Integrating and receiving payment

30. Inbound Marketing

- Understand and implement the concept of funnel marketing
- Strategize the plans for attracting a relevant audience using cost effective methods
- Learn to use automation tools such as HubSpot, Push Engage & landing page builders
- Start to strategically analyze your campaigns and tactically improve them

31. Blogging/Vlogs

- Niche selection for blogging
- Identifying High Search Keywords
- Domain selection & setting up wordpress.
- Competitor analysis
- Content Creation Ideas & strategies
- How to build a successful blog
- Traffic increase ideas
- Blog SEO
- Understanding Search Engines
- Basic Site Setup For SEO
- Teasing Your Content On Social Media

- WordPress Posts & Page
- Video Content Strategies
- How to engage audience

32. Google, Facebook & other Certificate preparation

- Google Ads Certification
- Facebook Blueprint Certification
- Bing Ads
- HubSpot

33. Advanced ad features

- Responsive
- Dynamically Customize Ads
- Ensure Your Ads Are Complete
- Prequalify ad testing

34. User Experience - UX

- Concept of User Experience
- Role of ux
- R&D process

- Role of Graphics in UI / UX
- Finalising the layou

35. Video Marketing & Youtube SEO

- Importance of video marketing
- Find video keywords
- Title, Description, Tags
- Video Ranking strategie
- Channel customization
- Competitor analysis
- Mixing up competitor strategy
- Ideas for Video Topics
- Optimize your videos for search
- How to engage user
- How to promote your video Paid / organic
- Youtube ads

36. Whatsapp marketing

- Whatsapp business integration
- Chatbot sessions
- Automate your communication

- Software for bulk messaging
- Whatsapp integration to page
- Whatsapp Marketing ideas & Strategies

37. Personality Development

- How to make the Good first impression
- Effective speaking
- Tips for building confidence
- Communication skills
- Self discipline & decision making skills

38. Telegram & Snapchat Marketing

- Snapchat Ad account Setud
- Types of Snapchat ads
- Ad strategy & ideas
- Marketing & growing your Account
- Snapchat ad exercise
- Telegram Marketing ideas
- How to promote a Telegram channel from scratch

39. Google tag manager

- Introduction
- How Google Tag manager works
- Google tag manager account setup
- Installing tag manager to website
- Google Tag Manager Panel Overview
- Installing Facebook Pixel with Google Tag Manager
- Google Ads Conversion Tracking
- Track button clicks in Google Analytics

40. Increase Subscriber / followers

- How to Grow your social channel
- With the help of Paid Media
- Page like & Subscribe techniques
- High reach and engagement activities

41. Trademark/company registration / Patent

- Get your Company Registered
- Logo/ trademark registration Process
- Patent registration Process

- PAN & TAN Registration
- GST registration process

42. Instagram Marketing

- How To increase followers
- Hashtags Secrets
- Crafting Your Instagram Bio
- Optimizing your Instagram Account
- Theme and Purpose of Your Content
- Types of Content we can use
- Increasing Your Content Engagement
- Influencer Marketing
- The Power of IG ads
- The Perfect Instagram Ad Structure
- Getting Verified

43. Commercial Ads

- Commercial Ads making ideas
- Script writing
- Relating your ad to trend

Why We're the Right Choice

→ **Next-Level Learning: AI-Enabled Training Courses**

→ **Proficient Educators**

→ **Ensuring Your Success With Job Assistance**

→ **Certification of AI & Digital Marketing Tools**

→ **Interview Skills Development**

→ **Resume Assistance**

→ **Internship Program**

→ **One-on-One Doubt Assistance**

→ **Career Counselling**

Future-Ready Learning: Harnessing AI Technology

Jasper	⌄
Seventh Sense	⌄
ChatGPT	⌄
Data analytics	⌄
Phrasee Ltd.	⌄
Personalize	⌄
Acrolinx	⌄
Brandwatch	⌄

Grammarly	⌄
MarketMuse	⌄
Chatfuel	⌄
Manychat	⌄
Semrush	⌄
TIDIO	⌄
Ai for sales automation	⌄
Chatbots	⌄

SurferSEO	⌄
AdCreative AI	⌄
Customer segmentation	⌄
Optimove	⌄
Synthesia	⌄
Zapier	⌄
Brand24	⌄
AIContentfy	⌄

After Completing Course Career Options for you

» **Online Reputation Manager**
» **Online Entrepreneur**
» **Online Lead Manager**
» **Digital Account Manager**
» **Marketplace Manager**
» **E-Commerce Specialist**
» **Social Media Manager**
» **Adwords Specialist**
» **SEO Executive**
» **SEO Analyst / Head**
» **SEO Manager / Head**
» **Digital Marketing Executive**
» **Digital Marketing Analyst**
» **Digital Marketing Head**
» **Digital Marketing Manager**
» **Sr. SEO Executive**
» **Associate - Digital Marketing**
» **Digital Campaign Planner**

WHO SHOULD ENROLL ?

- 10th/12th Students
- Small Business
- Entrepreneurs
- College Students
- Working Peoples
- Freelancers
- Jobless Peoples
- House wives
- Dropout

COURSE OVERVIEW

45 days course and 3 months course

For Students

Weekday batch
Monday to Friday

Class Duration
2 Hours

For Professionals

Weekend batch
Saturday and Sunday

Class Duration
5 Hours

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