

Digital Marketing Sessions for CBS by VF

Total number of practical based classroom sessions by VF: 14.

Sessions per day: 2

Total Number of days : 7

Weekly: 1

Applicable Digital Marketing Course (Fully Industry oriented)			
Sessions	Topic	Type	Duration (Hours)
S1	Introduction to Digital Marketing, Benefits, Target Group, Types (Inbound/Outbound), Digital Marketing Mix, Brand Messaging / Brand communication, Landing Pages, Lead Magnet & Lead Funnels, Growth hacking techniques	Concept & Case Studies, Live practical	1.5
S2	Content style, tone, brand storytelling, Keyword Research techniques, Online Competitor analysis, Search Engine concepts, Media strategy (POEM- paid media, owned media, earned media model)	Concept, Case studies, Live practical	1.5
S3	On page SEO (Title tags, meta tags, heading tags, img alt tag, text to code ratio, keyword consistency and more)	Concept, Case studies, Live practical	1.5
S4	Off-page SEO & Link Building (how to get more backlinks & popularity)	Concept, Case studies, Live examples	1.5
S5	Google Local/Maps/My business, (How to promote and optimize your local business) Ecommerce SEO	Concept, Case studies, Live practical examples	1.5
S6	Google WebMaster Tools/ Google Search Console to validate your digital marketing effort	Concept, Case studies, Live practical	1.5
S7	ORM & Social Media Optimization & Marketing,	Concept, Case studies, Live practical examples	1.5

	Facebook, LinkedIn, Twitter, Google+, Youtube, Instagram, Blogger etc		
S8	Details of Facebook Ads - conversion/Pixel canvas, engagement, click ads, lead ads, custom and lookalike audience, advert manager, report, insights, optimization and more	Concept, Case studies, Live practical	1.5

S9	Google Adwords concepts/overview- details of Search Network Ads	Concept & Case Studies, Live practical examples	1.5
S10	Google Adwords - Display Ads	Concept, Case studies, Live practical examples	1.5
S11	Google Adwords - Video Ads	Concept, Case studies, Live examples	1.5
S12	Google Adwords - Dynamic Ads, Remarketing, Flexible Bid & other bid types, Shopping Ads, Reporting & more	Concept, Case studies, Live examples	1.5
S13	Google Analytics, funnel; goal, custom report, google data studio & more	Concept, Case studies, Live examples	1.5
S14	Email Marketing, Mobile Marketing/QR code, AR/VR/Gamification/AI/IO T/Predictive Analytics & misc other new trends in Digital Marketing	Concept, Case studies, Examples	1.5

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