Star Digital Marketing Expert

Increase The ROI Of Your Efforts By
Digital Marketing

SDME
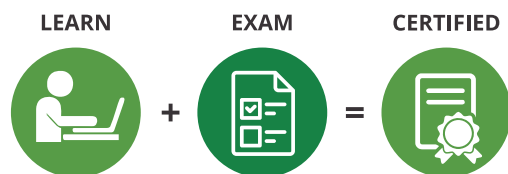Star Digital Marketing Expert

Exam Code: S08-513

Vendor-Neutral Global IT Certifications

LEARN + EXAM = CERTIFIED

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Star Digital Marketing Expert

Star Digital Marketing Expert is an all-inclusive course that is suitable for learners and professionals of all levels and disciplines and will prepare them for a specialized role within the overall marketing domain. It is also designed for working professionals, business owners and job-seekers, crafted meticulously, covering various modules of digital marketing, wherein they learn about marketing online, bringing targeted traffic to website, generating potential business leads and increasing brand awareness by using various online platforms like search engines, social media, email marketing, online display advertising, mobile marketing, content marketing and much more.

With the help of this course, marketing & advertising professionals can better understand digital marketing or get more out of their digital channels. Digital marketers can take up this course to fast-track their career and intensify their domain knowledge. Small & medium business owners (Entrepreneurs) can learn how to maximize online channels for growing their business. Technology/IT Professionals who are client facing, and are required to pitch digital marketing solutions to their customers, can hone their abilities. And, students can learn about digital marketing to explore a wide range of career opportunities

Audience: Star Digital Marketing Expert is a course for Sales & Marketing Professionals, Entrepreneurs or Students or anyone interested in building expertise/ career in Digital Marketing. It is also ideal for business owners who seek to understand the working and scope of online marketing.

Course Objectives:

In this course, you will learn about:
* The role of digital marketing in overall marketing strategy
* Pertinent concepts in digital marketing, like, marketing datasets, dummy display ads, virtual website optimization, SEO, and so on.
* Analytical concepts to measure marketing effectiveness, like, analytical software, launching of dummy display ads, creating optimization of website through Google Adwords, etc.
* Application of the above learned concepts in the creation of a holistic online marketing plan, in line with the main marketing strategy.

Course Outcome :

After completing this course, you will be able to:
* Understand the various aspects of digital marketing and apply the concepts to create a digital marketing plan
* Understand the digital marketing concepts like SEO, PPC, Web Analytics, etc.
* Build an effective email marketing strategy
* Develop marketing strategy for social networking sites
* Interpret social media marketing and content marketing
* Apply techniques to measure social media marketing tools
* Explain affiliate and mobile marketing
* Understand how to better position their online presence and make optimum use of the online medium

Course Outline :

1. Introduction to Online Environment
2. Understanding Digital Marketing
3. Website Planning
4. Email Marketing
5. Developing an Effective Email Marketing Strategy
6. Search Engine Optimisation (SEO)
7. Pay-Per-Click
8. Google AdWords and AdSense
9. Web Analytics
10. Social Media Marketing
11. Social Media Marketing Strategy
12. SEO and Social Media Marketing
13. Content Marketing
14. Facebook as Social MediaMarketing Tool
15. Brand Promotion Through Facebook
16. LinkedIn as Social Media Marketing Tool
17. Twitter as Social Media Marketing Tool
18. Google+ as Social Media Marketing Tool
19. Pinterest as Social Media Marketing Tool
20. YouTube as Social Media Marketing Tool
21. Instagram as Social Media Marketing Tool
22. Measuring Results of Social Media Marketing Tools
23. Mobile Marketing
24. Developing Mobile Applications and Content
25. Affiliate Marketing
26. Programmatic Advertising
27. Online Reputation Management (ORM)
28. Reporting and Conversion Tracking
29. Google Shopping Ads and Bing Ads

Exam Information:

Exam Code	:	S08-513	Exam Pattern	:	Multiple Choice
Exam Duration	:	3 Hrs	Exam Delivery	:	AEPTC (ACADEMIC EDUCATION & PROFESSIONAL TESTING CENTER)
Passing Score	:	70%			

Course Duration : 80 Hrs