

Professional Certificate Programme in  
**Digital Marketing & Analytics**

A Joint Skilled Based Certificate Programme from AIMA and Digital Vidya



**For more details, please contact:**

**Rahul Bhatia, Program Manager**

**All India Management Association**

**Management House, 14, Institutional Area, Lodhi Road,**

**New Delhi- 110003, Tel: 011-24645100 Extn. 722**

**Email: [rbhatia@aima.in](mailto:rbhatia@aima.in) Mobile: +91-9250127573**

**[www.aima.in](http://www.aima.in)**

# About The Programme

The All India Management Association (AIMA), the national apex body of management profession in India along with Digital Vidya, Asia's leading Digital Marketing training company and the first to launch Social Media marketing workshop series in India in 2009 launches a joint certification programme in Digital Marketing and Analytics. The objective behind this collaboration is to use the competencies of both the organizations and delivering a programme which brings relevance, skills and competencies required to capture the huge job opportunities emerging in this area.

# WHO SHOULD ATTEND?

Marketing Professionals

Sales Professionals

Business Owners

Entrepreneurs

Digital Marketing Professionals

Students



# Course Details

## Course Duration

3 months

## Examination and Assessment

Module wise

Assignments/Projects and Final exam (online)

## Programme Fee

Rs. 36,000 (at the time of admission) + Service Tax

## Class Schedule

Online Weekend Programme: 4 hours every Sunday

## Joint Certification

Professional Certificate in Digital Marketing and Analytics

# Objectives

1. To update participants on the latest developments in the field of Digital Marketing.
2. To make the participants understand the fundamentals of Digital Marketing.
3. Develop skills to drive innovation in Digital Marketing.
4. To share the benefits and uses of Search Engine Optimization and its significances.
5. Use of Google Analytics and other tools.
6. Use of Social Media Marketing in today's global environment.



# CURRICULUM



# 1. Search Engine Optimization (SEO)

## On-page Optimization

Keyword Research with Google Keyword Planner.

How to Select a Domain Name?

Page and Folder Naming {URL Structuring}

Image Naming, Image Title and ALT Tags

What are Meta Tags

Redirection Tags

Headings Tags {H1 to H6}

Author SEO Friendly Content Writing

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)

Why is Alexa and Alexa Integration



# 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

# 2. Search Engine Marketing (SEM)

SEM Overview

Pay Per Click Overview

Strategizing PPC Campaigns

Market Analysis

Ad Writing Techniques

Campaign Management

Bid Management Plan

Effective Landing Pages

Performance Tracking

Decipher User Psychology

Reporting & Analysis

SEM Management

Testing

# 3. Social Media Marketing (SMM)

Why care about Social Media?

Creating Facebook Marketing Strategy

Demystifying Community Building on Facebook

Twitter: The jewel in the Social Media crown

Creating Twitter Marketing Strategy

Leveraging LinkedIn for B2B Lead Generation

Discussion on other Social Media channels

Measuring ROI of Social Media

Planning & Creating Multi-Channel Social Media Strategy

# 4. Email Marketing

Deliverability

Effective Email Content

Customer Acquisition Strategies

Effective Creativity

Nurturing & Automation

Resources to do Situational Analysis and

Progressive Updates

# 5. Web Analytics

Introduction

Google Analytics

Content Performance Analysis

Visitors Analysis

Goals & Ecommerce Tracking

Social Media Analytics

Actionable Insights and The Big Picture

Social CRM and Analysis