

IDMCP COURSE SCHEDULE

Course	#	Topic	Duration	Date	Timings	Mode of Training
Digital Media Strategy, Planning and Budgeting	1	Digital Media Ecosystem Understanding	20 Hrs	16th September 2019	7:00 PM - 9:00 PM	Online
	2	Digital Media Success Stories of 3 Brands				
	3	Understanding the business's marketing needs		17th September 2019	7:00 PM - 9:00 PM	Online
	4	Setting Up Business Aspirational Goal				
	5	Customer Profiling				
	6	Business Model Validation		18th September 2019	7:00 PM - 9:00 PM	Online
	7	Digital Marketing Competitor Analysis				
	8	Building Magnetic Marketing Funnel				
	9	Online Systems to achieve Business Aspirational Goals		23rd September 2019	7:00 PM - 9:00 PM	Online
	10	DM Compatible Website and Landing pages Planning				
	11	Essential Tracking Codes				
	12	Organic and Paid Traffic and Lead Generation Strategies (Google, Facebook, LinkedIn, Quora and Instagram)		24th September 2019	7:00 PM - 9:00 PM	Online
	13	Keyword Research and Social Media Audience Research for Paid Ads		25th September 2019	7:00 PM - 9:00 PM	Online
	14	Content Marketing Strategies to convert Contacts to contracts		30th September 2019	7:00 PM - 9:00 PM	Online
	15	6 Month Content Calendar plan				
	16	Email Marketing Automation Strategies				
	17	Messenger Automation Strategies		9th October 2019	7:00 PM - 9:00 PM	Online
	18	Digital Media Strategy Formulation and Digital Media RoadMap		14th October 2019	7:00 PM - 9:00 PM	Online
	19	Digital Media Budget Forecasting		15th October 2019	7:00 PM - 9:00 PM	Online
	20	Digital Media Reporting and Analysis				
Recorded Videos						
E-Mail Marketing		Introduction	4hrs			
		Email marketing campaign ideation				
		Email copy writing				
		Email Marketing Analytics				
Social Media	21	Introduction to Social Media Marketing				
	22	Social Media Competitor Analysis				
	23	Content Competitor Analysis				
	24	Build Social Media Marketing content Calendar				
	25	Content Ideation and Creation (Images, Videos and Blogging Content)				
	26	Facebook For personal branding				
	27	Facebook for Business				

	28	Facebook Organic Activities	16hrs			
	29	Facebook and Instagram Ads				
	30					
	31	Instagram & Twitter for business				
	32	Linkedin for personal branding & business				
	33	Linkedin Ads				
Google Ads	21	Google Ads Competitor Analysis	18hrs			
	22	Keyword research Tools and Building Keyword List				
	23	Budget Forecasting using Keyword Planner				
	24	Practicals				
	25	Th Anatomy of high Converting Landing Pages & Walk through Landing Page Experience				
	26	Campaign Structuring & then Account Set-Up - Account access,Billing Methods & Linked accounts				
	27	Search Advertising Overview				
	28	Set up you Search Network Campaign				
	29	Determine Your Bid and Budget				
	30	Writing Killer Ad Copies				
	31	Understanding of keyword Match Types				
	32	Relevance between AdGroup,Keywords,Ad copies and Landing Page				
	33	Understanding Ad extensions				
	34	Manage Your Search Network Campaign				
	35	Optimize your Search Network Campaign				
	36	Google Search Advertising Exam Guidance				
	37	Google Search Practicals				
	38	Google Fundamentals Examination				
	39	Google Search Examination				
	40	How to use Google Display Planner				
	41	About the Google Display Network				
	42	Setting up your Google Display Network Campaign				
	43	Showing your Ads on the Display Network				
	44	Reaching Your Audience on Display Network				
45	Measuring and optimizing your Display Network					
46	Display Advertising Exam Study Guide					
47	Google Display Campaign Practicals					
48	Google Analytic thinking towards Digital Marketing PPC Ads campaigns					
49	Conversion Tracking Code Creation and Setup	18hrs				
50	Retargeting code creation and Setup					
51	Basics of SEO and Different Forms					

SEO	52	How Search Engine Works	16 Hrs			
	53	Website Planning - Helps you to build SEO compatible Website				
	54	Basics of Wordpress to Carry out SEO Activities				
	55	SEO Competitor Analysis				
	56	Keyword research and analysis				
	57	On Page SEO				
	58	Off Page SEO				
	59	Link Building Methodologies to rank faster				
	60	Local SEO				
	61	Blogging for SEO				
	62	Google Algorithms and Updates				
	63	SEO revision and Tools				
	Google Analytics	64		Google Analytics Introduction	2 Hrs	
65		Google Analytics Setup and Walkthrough the tool				
66		Goal Setup and Analysis for Conversion Rate Optimisation				
Total			74 Hrs			