

IDMCP COURSE SCHEDULE						
Course	#	Topic	Duration	Date	Timings	Mode of Training
Digital Media Strategy, Planning and Budgeting	1	Digital Media Ecosystem Understanding	20 Hrs			
	2	Digital Media Success Stories of 3 Brands		16th September 2019	7:00 PM - 9:00 PM	Online
	3	Understanding the business's marketing needs				
	4	Setting Up Business Aspirational Goal				
	5	Customer Profiling		17th September 2019	7:00 PM - 9:00 PM	Online
	6	Business Model Validation				
	7	Digital Marketing Competitor Analysis				
	8	Building Magnetic Marketing Funnel		18th September 2019	7:00 PM - 9:00 PM	Online
	9	Online Systems to achieve Business Aspirational Goals				
	10	DM Compatible Website and Landing pages Planning				
	11	Essential Tracking Codes		23rd September 2019	7:00 PM - 9:00 PM	Online
	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 Septemer 2019	7:00 PM - 9:00 PM	Online
	14	Content Marketing Strategies to convert Contacts to contracts				
	15	6 Month Content Calendar plan		30th September 2019	7:00 PM - 9:00 PM	Online
	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				
	20	Digital Media Reporting and Analysis		15th October 2019	7:00 PM - 9:00 PM	Online
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 Anlaysis				
	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 Practical				
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 Practical				
48	Google Analytic thinking towards Digital Marketing PPC Ads campaigns	18hrs				
49	Conversion Tracking Code Creation and Setup					
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			