

Digital Marketing Advance Course

About Digital Marketing Advance

An advanced course in digital marketing typically covers a wide range of topics and strategies to help professionals take their skills to the next level. The following is a outline of the content that may be included in an advanced digital marketing course:

Topics :-

Course Duration – 6 Months

1. Introduction to Advanced Digital Marketing
 - Overview of the current digital marketing landscape
 - Emerging trends and technologies in the field
2. Advanced Search Engine Optimization (SEO)
 - Advanced keyword research and analysis
 - Technical SEO optimization
 - On-page and off-page optimization strategies
 - SEO analytics and reporting
3. Advanced Pay-Per-Click (PPC) Advertising
 - Advanced strategies for Google Ads and other PPC platforms
 - Ad campaign optimization techniques
 - Ad extensions and advanced targeting options
 - Conversion tracking and optimization
4. Advanced Social Media Marketing
 - Advanced social media advertising strategies
 - Influencer marketing and collaboration
 - Social media analytics and measurement
 - Social media crisis management
5. Advanced Content Marketing
 - Content strategy development
 - Advanced content creation techniques
 - Content promotion and distribution strategies
 - Content performance measurement and optimization
6. Advanced Email Marketing
 - Advanced email segmentation and targeting
 - Personalization and automation techniques
 - Advanced email marketing analytics
 - A/B testing and optimization

7. Advanced Conversion Rate Optimization (CRO)
 - CRO principles and best practices
 - Advanced A/B testing and experimentation
 - User experience (UX) optimization strategies
 - Conversion funnel analysis and optimization

8. Advanced Analytics and Data-driven Marketing
 - Advanced web analytics using tools like Google Analytics
 - Marketing attribution modelling
 - Data visualization and reporting
 - Predictive analytics and machine learning in marketing

9. Advanced Mobile Marketing
 - Mobile advertising strategies
 - App marketing and optimization
 - Location-based marketing techniques
 - Mobile user experience optimization

10. Advanced E-commerce Marketing
 - E-commerce website optimization
 - Conversion rate optimization for e-commerce
 - Product listing ads and remarketing
 - E-commerce analytics and tracking

11. Advanced Marketing Automation
 - Advanced use of marketing automation tools
 - Lead nurturing and drip campaigns
 - Marketing automation analytics and optimization
 - Integration with other marketing platforms and CRM systems

12. Advanced Digital Marketing Strategy and Planning
 - Advanced market research and competitive analysis
 - Creating a comprehensive digital marketing strategy
 - Budgeting and resource allocation
 - Marketing performance measurement and reporting