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certified DIGITAL MARKETING

[CDMP]

Professional

Course Outliner

Course Overview

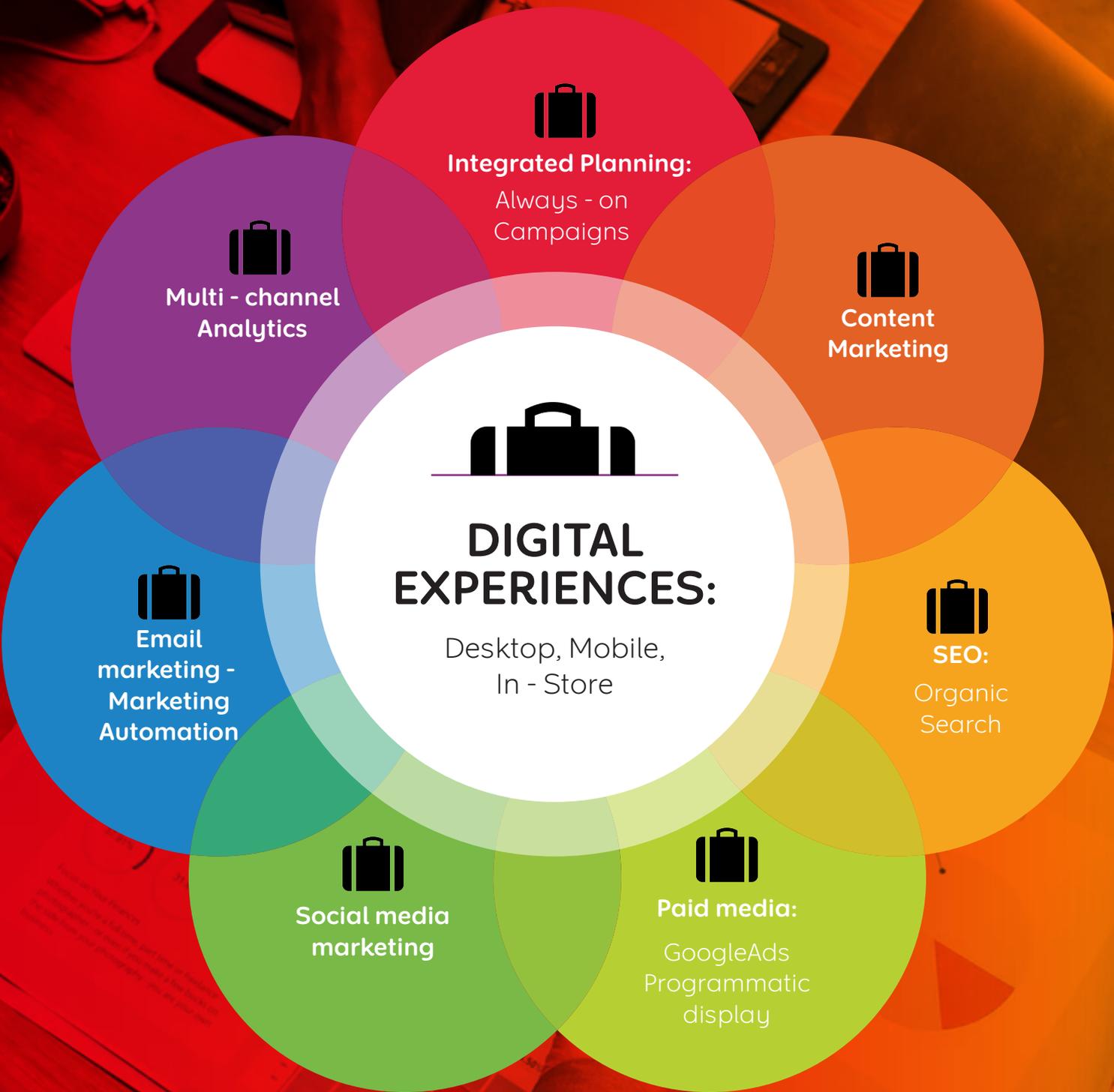
BECOMING A DIGITAL MARKETER IS A JOURNEY - LET US BE YOUR GUIDE.

“ Graduates of this program are going to be a leading candidate when it comes to applying for digital marketing jobs. Our focus on providing hands-on practical knowledge, along with modern experiential learning methodologies - **guarantees** it. ”

PROFESSIONAL

Digital Marketing and its applications
Content Marketing
Search Engine Optimization
Paid Search(PPC) using Google AdWords
Display and Video Ads
Social Media Marketing
Email Marketing and Mobile Marketing
Website Design and Optimization
Google Analytics
Digital Marketing Strategy
Digital Marketing Reporting Tools
Content planning
Content Management tools
Digital Targeting
Remarketing and retargeting
Digital & Social selling - Introduction
Digital & Social selling - CRM
Digital Marketing - Project

[Learn more](#)



“REPUTATION AND INFLUENCE MUST BE EARNED. SOCIAL MEDIA IS THE QUICKEST WAY TO SHOW YOUR AUDIENCE HOW GOOD YOU ARE.”

- STACEY KEHOE

Module Overview

01 DIGITAL MARKETING and its applications

Learn foundations of Digital Marketing and how digital marketing is applicable to all the sectors like Airlines, Education, Technology and many more.

- > Principles of Digital Marketing
- > Developing SMART objective
- > Digital Research
- > Cultural Research
- > Connecting with the customer

02 CONTENT Marketing

Learn the foundation and how to effectively write creative content to attract target customer.

- > Concepts and Strategy
- > Research and finding opportunities
- > Developing plan
- > Curating content
- > Publish and Distribute
- > Metrics and Performance

03 SEARCH ENGINE Optimization

Learn to master SEO and bring your product on top among the competitors by using industry keywords and competitor analysis. Boost online conversions in competitive marketplace to gain high Return on Investment(ROI).

- > SEO Fundamentals
- > Aligning SEO with Business Objectives
- > Keywords and SEO content plan
- > Optimize organic search ranking
- > Measuring SEO performance

04 PAID SEARCH (PPC) Using Google AdWords

Learn the paid search, manage paid advertising budgets and how to manage paid search campaign.

- > Fundamentals of Paid Search
- > Paid Search Campaign with Google Ads
- > Campaign management
- > Campaign Measurement

Module Overview

05 DISPLAY And Video Ads

Learn Google Display Network and YouTube video display Ads. Setup and manage your campaign.

- > Fundamentals of Display Advertising
- > Creating and Managing a YouTube Channel
- > Google Display Network and Video Ad Formats
- > Creating campaigns
- > Targeting options
- > Measurement and Optimization

06 SOCIAL MEDIA Marketing

Learn to master social platform and differentiate between the platforms and plan your communication.

- > Social Platforms
- > Different social platform for business
- > Growing and engaging audience
- > Campaign management
- > Campaign Insights and re-targeting

07 EMAIL MARKETING and Mobile Marketing

Master the process of segmenting, personalizing and delivering your communication using different tools & techniques to engage your target group and increase your Click-Through-Rates (CTR).

- > Email and mobile marketing fundamentals
- > Email and mobile message design
- > Creating a campaign
- > Testing and optimizing campaign
- > Automation

08 WEBSITE DESIGN and Optimization

Learn the website design concept to attract the customer and optimize the site performance. HTTPS, SITEMAP, DESIGN.

- > Designing website and optimizing
- > Creating a website
- > User centered website design
- > Website metrics and developing insights

Module Overview

09 GOOGLE Analytics

Master the Google Analytics to setup, configure and manage your website traffic and audience.

- > Fundamentals of web analytics
- > Creating and configuring an analytics account
- > Setting goals with google Analytics
- > Monitoring campaigns and reports
- > Analyzing and recording data

10 DIGITAL MARKETING Strategy

Setup the KPI, research activities and achievable milestones for the company or corporates.

- > Digital Marketing Strategy Basics
- > Setting strategy objective and KPIs
- > Strategy research
- > Creative strategy
- > Communicating and executing digital marketing strategy

11 DIGITAL MARKETING Reporting Tools

Learn the proper way of reporting system and the tools associated with it.

- > Different tools to create and present a report
- > Presentation of data

12 DIGITAL & SOCIAL SELLING Introduction

Introduction to marketing and digital sales

- > Learn the fundamentals of Digital Sales and its core components

13 DIGITAL & SOCIAL SELLING CRM

Learn the concepts of maintaining the leads generated from various sources

- > Deploy and manage the leads generated from Digital Marketing

18 DIGITAL MARKETING Project

Develop the project on the above learnt scenarios.

Certified

DIGITAL MARKETING

Enroll

