



DIGITAL MARKETING TRAINING OUTLINE

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Topic	PPC.ng/training
Introduction	
	What is Digital marketing?
	Importance of Digital marketing
	How Digital marketing works?
Google Analytics	
	Why analytics is so important?
	Fundamentals of Google analytics
	Monitoring bounce rate
	Tracking conversions
	Other analytics platforms
	Monitoring traffic sources
	Monitoring visitors behavior
	Measurement
	Setting up Dashboards
	Taking corrective actions if required
Search Engine Optimization	
	What is SEO?
	What are search engines?
	What are keywords?
	Tools to find keywords (paid & free)
	How to find relevant keywords?
	Planning SEO of a website
	Monitoring SEO process
	Preparing SEO reports
	On page optimization
	Off page optimization

	SEO Webmaster Tool
Search Engine Marketing	
	What is online advertising?
	Types of online advertising
	Ad Networks
	Search Campaigns
	Digital Display Campaigning
	Tracking & measuring ROI of online advertising
	Assignment on allocating funds to various online advertising platforms
Social Media Marketing	
	What is social media?
	Understanding the existing Social Media paradigms
	How social media marketing is different than other forms of Internet marketing?
	Marketing on social networking websites
	Facebook marketing
	LinkedIn Marketing
	Twitter marketing
	Google+ Marketing
	Video marketing
	Content Marketing
Email Marketing & Going Mobile	
	What is email marketing?
	Biggest challenge in email marketing
	Increasing email subscription/ opt-in list
	Legitimate/ opt-in email marketing
	Using software's to do email marketing
	Creating your own email list of millions of email id's
	Best practices of email marketing
	Writing a good email creative or html template
	Inbox Deliverability
	Email Retargeting
	Opt-in Data Segmentation
	Split Testing
	Scheduling
	Measurement & Metrics
	Multiple Email Campaigns
	Guidelines
Going Mobile and Competitor Benchmarking	
	Key Concepts

	Trends in Mobile
	Making your Web mobile friendly
	Mobile APPS
Boundary Spanning Competitors	
	Why do you need Competitor benchmarking
	Social Media Monitoring tools
	SEO Benchmarking tools
	SEM Benchmarking tools
	Email benchmarking
Affiliate Marketing	
	What is affiliate marketing?
	Different ways to do affiliate marketing
	Live examples of how people are making money as an affiliate
	Some of the top affiliate networks in the world
Ecommerce Marketing	
	What is ecommerce?
	Top ecommerce websites around the world
	Why you need a solid ecommerce marketing strategy?
	Formulating right ecommerce marketing strategy
	Using affiliate marketing to promote your ecommerce business
	A case study on ecommerce marketing
Lead Management	
	What is lead generation?
	Different ways to generate leads
	What are landing pages?
	How to create a landing page?
	Best practices while creating a landing page
Live Project	
	Apply all the learning's of the course on the site and create an actionable Plan of Action

Benefits: Why you should train with PPC.ng?

- Become a Google Certified professional
- Get free access to over 40 training videos and 10 books
- Get hooked up to Digital marketing job opportunity immediately after training if certified
- Enjoy life coaching after training
- Duration: 4 weekends of intensive practical sessions
- Automatically join the exclusive Digital marketing club in Nigeria

Google Adwords Exam: Learning Outcomes?

- Set up a GOOGLE ADWORDS account and start your 'first ADWORDS' campaign
- Structure your campaign, keyword list, ad groups, and ads
- Optimize your campaign to improve conversions, traffic or other campaign objectives
- Use the Google Display Network for advertising
- Apply intermediate optimization techniques
- Self-diagnose and troubleshoot campaign problems
- Use other bidding options like conversion optimizer or CPM bidding
- Manage GOOGLE ADWORDS account with My Client Center and ADWORDS API
- Take the GOOGLE ADWORDS Fundamentals exam

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[Gbenga Ogunbiyi](#)

Gbenga founded [PPC.ng](#) because of his belief that Digital marketing should not be too expensive to elude very small business in sub-saharan Africa. He invented the PPC packet, which basically solves the problem of huge marketing and customer acquisition cost for SMEs.

He's a Digital Marketing Evangelist, with huge experience in Search/Display marketing. He's ran marketing campaigns for brands like Konga, Airtel, Heritage bank, Etranzact Pocketmoney, Living Faith Foundation SortingOut, Dark & Lovely and others

Gbenga has trained over 20 qualified professionals that are rendering Digital marketing service for clients across board. [Read more](#)