DIGITAL MARKETING CHAMPION COURSE

ABOUT OUR COMPANY

Crack-ED, a Car Dekho Group initiative, is a comprehensive upskilling ecosystem offering personalized learning paths, placement services, development programs, college collaborations, and for continuous learning and career development.
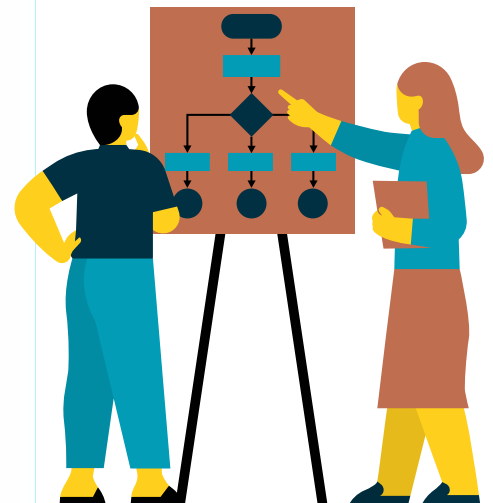
100000+
Skill Hours

3000+
Customers

50+
Unique Skills

BENEFITS OF THE COURSE

↗ **SEO Mastery**

↗ **Effective Advertising**

↗ **Influencer Collaboration Skills**

↗ **Social Media Expertise**

↗ **Email Marketing Competence**

↗ **Integrated Campaigns**

↗ **Practical Applications**

USP OF THE COURSE

- ↗ **Comprehensive Scope**

- ↗ **In-Demand Skills Focus**

- ↗ **Online Advertising Insights**

- ↗ **Influencer Marketing**

- ↗ **Social Media Mastery**

- ↗ **Email Marketing Best Practices**

- ↗ **Practical Projects**

TIMELINE

4 hours	Search Engine Marketing
Search Engine Optimization — 6 hours	
1 hour	Native Ads
Email Marketing — 1 hour	
2 hours	Social Media
Affiliate Marketing — 1 hour	
1 hour	Media Buying/Planning
Ad Sense — 1 hour	
1 hour	Content Marketing
E-Commerce — 2 hours	
1 hour	Google Analytics
Optimisation & Channel Selection — 1 hour	
2 hours	Online Reputation Management

Session : 1
Search Engine Marketing

- Google Adwords fundamental
- Types of campaigns
- Hygiene of the campaign
- Campaign set up
- Bidding strategy
- Campaign optimisation
- Ads Placement
- Maximise ROI
- Remarking
- Mobile App Marketing
- WAPP Marketing

Session : 2
Search Engine Optimisation

- Understanding of Google and other search engine algorithm
- SERP
- How Search Engines Work
- Function of Search Engine
- Keywords Research
- Search engine ranking system
- How to rank 1st in Google and other search engines
- Keywords Density
- On Page Optimisation
- Content Creation
- Promotions
- Posts
- Comments Management

Session : 3
Native Ads

- Types
- Best website
- Tools

Session : 4
Email Marketing

- Account Set up
- Types of Email Marketing
- Data Segmentation
- Automation
- Revenue maximisation
- Tools overview
- Analysis (Avoid Spam)

Session : 5
Social Media

- Social media overview
- Facebook / Twitter / LinkedIn / Instagram
- fundamentals
- Facebook Advertising
- Targeting
- Budget Allocation
- Campaign management
- Page management
- Twitter Influencer
- Use of Instagram for marketing
- Generating tracking pixel codes
- Retargeting (FBX)

Session : 6
Affiliate Marketing

- How it works?
- How people make millions of dollar in affiliate marketing?
- Getting your started as an affiliate India's top affiliates

Session : 7
Media Buying/Planning

- How to buy rich media
- Decision making for website
- Which spot is better
- Type of Ads
- Publishers Management
- Best practices

Session : 8
Ad Sense

- Benefit of Adsense
- How to get approved
- Ads Placement
- Make Money

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Session : 9
Content Marketing

- Overview of what is content
- marketing
- Tools
- Promotion Strategy

Session : 10
E-commerce

- Overview
- Set up virtual shop
- Automated Software
- Payment Gateways
- Understand of Wallet
- How to sell products online
- Cash backs
- Google Shopping
- Product listing ads
- Growth of ecommerce in India

Session : 11
Google Analytics

- Introduction
- User behave on the website
- Set up for your website
- A/B testing of landing page
- Heat map of the website
- Bounce rate of the website
- Exit rate of the website
- Sessions
- Avg. time spend by user on the website
- New vs. Return users
- Conversion tracking
- Ecommerce conversion set up
- Segmentation and targeting
- Set up remarketing campaign
- Source of the traffic
- Measure Quality of the traffic
- Set up goals
- Big data analysis
- What is tag?
- Tag implementation
- How to works
- Set up for web
- Set up for mobile app
- Next steps

Session : 12
Optimisation & Channel Selection

- Meet with your objective
- Scale up the campaign
- Improvement in overall ROI
- Choose best performing channels
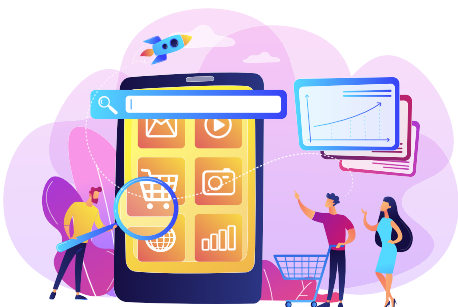
Session : 13

Online Reputation Management

- **What is ORM?**
- **Why might someone need help managing a digital reputation?**
- **What's the most common problem that you encounter?**
- **How difficult is it to erase something negative once it's online?**

Course Highlights:

- **Our live sessions provide access to professionals and leaders for learning, networking, and gaining insights.**
- **Real-time assignments provide hands-on experience, applying skills to authentic scenarios, preparing you for a successful career.**
- **Engage in interactive and practical activities, simulating real-world scenarios.**
- **Crack-ED Certificate will enhance your career, validate your skills, and foster ongoing learning and development.**

Total Modules:13

Duration: 25 hours

Contact Us Now!

CRACK-ED
SKILL UP · RISE UP

CONTACT US

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Join Us!

Don't just follow trends, set them!
Enroll now and let's make your digital dreams a reality!