

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



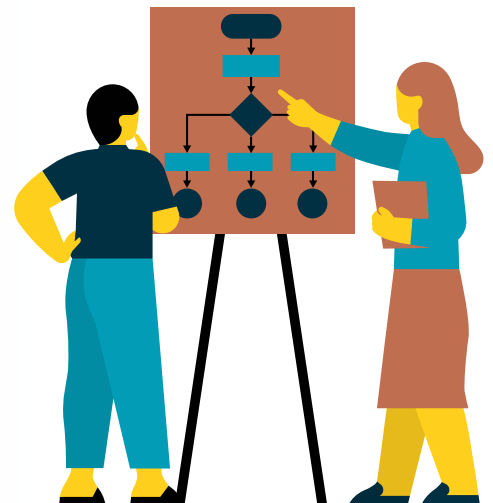
3000+
Customers



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



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
- Remarketing
- 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



Skip Ad ▶

Session : 8

Ad Sense

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

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

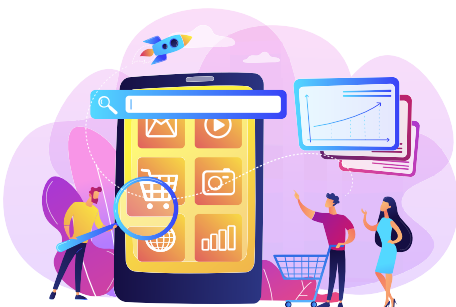
- Introduction
- User behave on the website
- Set up for your website
- A/B testing of landing page
- Heat map of the website
- Bounce rate of the website
- Exit rate of the website
- Sessions
- Avg. time spend by user on the website
- New vs. Return users
- Conversion tracking
- Ecommerce conversion 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



Price:Rs.19999+ GST



Duration: 25 hours

REGISTER NOW



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!