

Grace Tech Solutions

Training | Development | Placement

Digital Marketing

Introduction to SEM and Adwords

- ❖ Basics of Internet Marketing
- ❖ AdWords Certification Exams
- ❖ Benefits of AdWords compared to other Networks

Adwords Account Setup

- ❖ Creating Adwords Account
- ❖ Adwords Interface Tour
- ❖ Adwords Dash Board
- ❖ Billing in Adwords

Creating First Campaign

- ❖ Understanding purpose of Campaign
- ❖ Account Limits in Adwords
- ❖ Location and Language Settings
- ❖ Networks and Devices
- ❖ Bidding and Budget
- ❖ Schedule: Start date, end date, ad scheduling
- ❖ Ad delivery: Ad rotation, frequency capping
- ❖ Demographic bidding (Display Only)
- ❖ Social settings (Display Only)
- ❖ Automatic campaign optimization (Display Only)

Ad groups and Keywords

- ❖ Purpose of Ad Groups
- ❖ Keyword Types (Broad, Phrase, Exact and Negative)
- ❖ Adwords Keyword Tool

- ❖ Text Ad Format
- ❖ Quality Score and Its Importance
- ❖ Understanding the Ad Group and Keywords Dash Board
- ❖ Automate Tool
- ❖ Search Terms
- ❖ Columns Customization
- ❖ Alerts Setting
- ❖ Filters

Ads Format and Ad Guidelines

- ❖ Ad Types in Adwords
- ❖ Text Ads and Guidelines
- ❖ Image Ad Formats and Guidelines
- ❖ Display Ad Builder Ads and Guidelines
- ❖ Video Ads Format
- ❖ Ads Preview and Diagnosis

Display Network Targeting

- ❖ Setting a Display Network Campaign
- ❖ Concept of CPM and Branding
- ❖ Automatic Placements
- ❖ CPC Bidding and CPM Bidding
- ❖ Manual Placements
- ❖ Placement Tool
- ❖ Contextual Targeting Tool
- ❖ Setting a Video Campaign
- ❖ Setting a Video Campaign
- ❖ Audience Tab

Conversion Tracking

- ❖ Purpose of Conversions
- ❖ Create your Conversion Tracking Code

- ❖ Tracking the Conversions for Multiple Product

Website Optimizer

- ❖ Using Website Optimizer Tool
- ❖ A/B Testing
- ❖ Multi Variant Testing

Reports and Improving Conversions

- ❖ Conversion Tracking
- ❖ Dimensions Reports
- ❖ Google Analytics Tools

Multi User Access

- ❖ User Access Levels
- ❖ My Client Centre (MCC)

SMO(Social Media Optimization) Training

Social Book-marking

- ❖ Stumble Upon
- ❖ Delicious
- ❖ Reditt
- ❖ Fave It
- ❖ E-buzz & More

Social Media Networking

- ❖ Verifying Twitter Account
- ❖ Facebook Profile
- ❖ Maintenance
- ❖ Facebook landing page
- ❖ Creation
- ❖ Google Buzz
- ❖ Myspace Connections
- ❖ Linked In Networking
- ❖ Kaboodle (only for productbased sites)

Blogging

- ❖ Blog Post Updating
- ❖ Blog Marketing
- ❖ Blog Commenting
- ❖ Local Business Listing
- ❖ Classifieds Posting
- ❖ Forum Signatures and Commenting
- ❖ Using Blogs for SEO
- ❖ Blog Commenting
- ❖ Writing a Press Release
- ❖ Article Submissions
- ❖ Video Submissions
- ❖ Social Media Optimization
- ❖ Social Networking Concepts
- ❖ Social Bookmarking
- ❖ RSS Feeds

Video Marketing

- ❖ Video Optimization
- ❖ YouTube
- ❖ MetaCafe
- ❖ AOL Videos

Grac Tech
Solutions
TRAINING DEVELOPMENT PLACEMENT

Address

4th Floor CDR Complex, Naya Bans,
Sector 15 , Noida, (U.P)
Web- : www.gracotech.co.in
Email- : info@gracotech.co.in
Mob- : +91- 9355666115,
+91- 9355666116