Vskills
CERTIFIED
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Certified Digital Marketing Master
VS-1170

Vskills Certifications

Skills for a secure future

Certified Digital Marketing Master

Certification Code VS-1170

Vskills certification for Digital Marketing assesses the candidate as per the company's need for running Digital Marketing Campaigns across various channels including Emailers, Social Media, Search Engines, Mobile & Inbound Techniques. The certification tests the candidates on various areas in Digital Marketing including Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Email Marketing, Inbound Marketing, Affiliate Marketing, Mobile Marketing and Web Analytics.

Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Digital Marketing Master Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

Who will benefit from taking this certification?

Job seekers looking to find employment in Digital Marketing departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%). There is no negative marking in this module.

Fee Structure

Rs. 56,068/- (Includes all taxes)*

*Fees may change without prior notice, please refer http://www.vskills.in for updated fees

Please note that attending Digital Marketing Training by Digital Vidya is mandatory to appear in this certification exam. 6 months live instructor-led Online sessions are provided.

Companies that hire Vskills Digital Marketing Master

Digital Marketing is in great demand. Companies across all verticals are looking for skilled digital marketing professionals for promoting their business on Digital Media. Digital Marketing Professionals are also in high demand in marketing agencies across the world. There are lots of Marketing Agencies, which are now specializing in Digital Media and they are recruiting 100s of Digital Marketing Professionals.

Table of Contents

- Analytics
- Automation and more.

1.6 Resources to do situational analysis and progressive updates
- Customer personal tool kit
- Complete email marketing worksheet
- Content Editorial Calendar
- Digital Marketing Strategy toolkit
- Email contact strategy template
- Email campaign calculator
- Email Marketing Health Check
- Structuring Digital Marketing Team
- Web resources to improve subject lines, html codes, spam testers and deliverability issues

2. Social Media Marketing

2.1 Why care about Social Media?
- Orientation to Digital Marketing and Social Media
- Latest Stats and Trends about Social Media (Global & Indian)
- Relevant Social Media Success Stories (Global & Indian)

2.2 Demystifying Community Building on Facebook
- Orientation to Facebook Brand Pages
- EndgeRank Algorithm: Why engagement is key to success on Facebook?
- How to create Facebook Marketing Strategy?
- Facebook Applications for Fan Growth and Engagement
- How to create Brand Ambassadors on Facebook?
- Leveraging Facebook Insights for Success
- Relevant Facebook Marketing Success Stories (Global & Indian)

2.3 Creating Facebook Marketing Strategy
- From Objectives to ROI
- Competitive Research
- Strategy Presentation by Participants
- Exercise: Participants to create Facebook Marketing Strategy for their organizations

2.4 Live Facebook Community Building & Facebook Advertising
- Types of Facebook Ads
- Facebook Ads vs Google Adwords
- Significance of CTR (Click Through Rate)
- Optimizing Ad Copy & Targeting
- Exercise: Participants to launch & promote live Facebook Communities

2.5 Twitter: The Jewel in the Social Media Crown
- Twitter in Plain English
- Twitter for PR, Brand Building, Customer Engagement and Thought Leadership
- Leveraging Lists, Hashtags & Trends
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex

2.6 Creating Twitter Marketing Strategy
- Twitter Strategy Framework: From Objectives to ROI
- Exercise: Creating Twitter Marketing Strategy

2.7 Leveraging LinkedIn for B2B Lead Generation & Personal Branding
- LinkedIn in Plain English
- Lead Generation through Individual Profiles
- Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups
- Exercises: Profile Makeover, Answers, Groups, Status Updates, Recommendations

2.8 Discussion on other Social Media Channels
- Opportunity of other Social Media Channels (e.g. SlideShare, Pinterest, Google+)
- Open discussion on approach to leverage them

2.9 Measuring ROI of Social Media

- Guidelines for Measurement on Social Media
- Importance of Qualitative Feedback
- Framework for ROI Measurement
- Creating ROI Metrics Dashboard
- Tools to Measure ROI

2.10 Planning & Creating Multi-channel Social Media Strategy
- How to choose relevant Social Media channels?
- Creating multi-channel Social Media strategy
- Resource Planning: In-house vs Outsource, Key competencies, Tools etc

3. Inbound Marketing

- Attracting your potential customers into conversion funnel
- Converting your prospects into leads using emails
- Digital marketing: Optimizing the conversion funnel

- Managing leads and making them sales ready

4. Search Engine Marketing

4.1 Search Engine Marketing Overview
- Understanding Google search
- Rule based personalization of marketing at internet scale
- Overview of Google Adwords, Microsoft AdCenter and Yahoo Search Marketing

4.2 Pay per click overview
- PPC Definition & how it function
- Important Terms - Quality Score, Conversion Rate etc.
- Quality Score Overview Understanding

4.3 Strategizing PPC campaigns
- Setting objectives, goals & expectations
- Actionable metrics for performance measurements
- Formulating account structure
- Effective segmentation of keywords
- Usage of multiple match types
- Non overlapping Ad Groups

4.4 Market Analysis
- Understanding industry key drivers
- Competitive Analysis
- Organizational positioning
- Targeting

4.5 Ad writing Techniques
- Compelling ads that increase click through rates (CTR) lower costs
- Understanding, Analyzing & Improving - Relevance & Quality score
- Improve conversion rates Targeted ads & relevant landing pages
- Ad Preview tool
- Best Practices like using features such as reviews, +1 button etc

4.6 Campaign Management
- Overview of the tools
- Understanding advance functionality

4.7 Bid Management Plan
- Understand bidding strategy
- Manual vs. Automated bid management

- Different bid management features CPA bidding, position preference etc

4.8 Effective landing pages
- Importance of UI/UX design
- Call to Action

4.9 Performance Tracking
- Set campaign objectives & goals
- Define Performance metrics
- Monitor PPC activity with Google Analytics
4.10 Decipher User psychology
4.11 Reporting & Analysis
- Integrate PPC account with Google Analytics
- Understanding reports and define the future plan of action
4.12 Testing
- Multivariate Testing
- A/B split Testing
4.13 SEM Management (Other Opportunities)
- Remarketing
- Mobile Advertising
- Display & Video Formats
- Optimize the display network campaigns
- Track & measure view through conversions

5. Search Engine Optimization

5.1 On page Optimization Course
- What is On-Page Optimization
- Keyword Research with Google Keyword Planner
- How to Select a Domain Name?
- Page Naming {URL Structuring} and Folder Naming
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Tags-Description, Keywords, Author, Country, Robots Redirection Tags
- Headings Tags {H1 to H6} What is Content Writing?
- SEO Freindly Content Writing {Insert keywords in content}
- Anchor Text, Link Title
- Robots.text file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- Ror text sitemap
- Site Tracking Tools (Googe WebmasterTool, Google Analytics Tool)
- Why is Alexa?

- Alexa Integration

5.2 Off Page Optimization Course
- What is Off-Page Optimization?
- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions
- What is Content Writing?
- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds
- Link Exchange (one way, two way and three way)

5.3 Search Engine Algorithms

- What is Search Engine's Algorithms?
- How Algorithms Works?
- Why a Search Engine Need to Update It's Algorithm?
- Search Engine Penalties and Recoveries.
- Why a Search Engine Penalize a Website?

5.4 Search Engine Algorithms
- What is Google Panda Algorithm?
- What is Google Penguine?
- What is Google EMD Update?
- How to save your site from Google Panda, Penguine and Emd Update?
- How to Recover your site from Panda, Penguine and EMD?

6. Web Analytics

6.1 Introduction

- What's analysis?
- Is analysis worth the effort?
- Small businesses
- Medium and Large scale businesses
- Analysis vs intuition
- What is web analytics?
- Getting Started With Google Analytics
- How Google Analytics works
- Accounts, profiles, and users

6.2 Navigating Google Analytics
- Basic metrics
- The main sections of Google Analytics reports

6.3 Traffic Sources
- Direct, referring, and search traffic
- Campaigns
- AdWords, Adsense

6.4 Content
- Pages and Landing Pages
- Event Tracking and AdSense
- Site Search

6.5 Visitors
- Unique visitors
- Geographic and language information
- Technical reports
- Benchmarking

6.6 Goals & Ecommerce
- Setting up goals
- Goal reports
- Ecommerce tracking

6.7 Actionable Insights and the Big Picture
- Recap of Google Analytics reports and tools
- Finding actionable insights
- Getting the organization involved
- Creating a data-driven culture
- Resources
6.8 Web analytics tools
6.9 Making better decisions
6.10 Summing up

6.11 Common mistakes analysts make

6.12 Social media analytics
- Facebook insights
- Twitter analytics
- Youtube analytics
- Social Ad analytics / ROI measurement

6.13 Social CRM & analytics
- Radian6
- Sentiment analysis
- Workflow management
- Text analytics

Sample Questions

1. What is 404 reponse?

A. Requested webpage has been redirected
B. Requested webpage is not available
C. Requested webpage is loading with video playback
D. None of the above

2. Which of the following search engines patented the concept of "TrustRank" as a methodology for ranking web sites & pages?

A. Google
B. Yahoo!
C. MSN/Bing
D. None of the above

3. What aspects of a hyperlink are not important for SEO?

A. The place from which the link originates.
B. The anchor text, especially the keywords in it.
C. The visibility of the link text.
D. None of the above

4. Which HTTP server response code indicates a page that has been temporarily relocated and links to the old location will not pass influence to the new location?

A. 302
B. 304
C. 301
D. None of the above

5. What is Page Rank?

A. The way Google measures how popular a given page is based on the number and quality of sites that link to it.
B. The search relevancy of a page compared to the other pages in the search engine.
C. The Alexa technology for ranking pages.
D. None of the above

Answers: 1 (B), 2 (B), 3 (C), 4 (A), 5 (A)

Certifications

Accounting, Banking and Finance
– Certified AML-KYC Compliance Officer
– Certified Business Accountant
– Certified Commercial Banker
– Certified Foreign Exchange Professional
– Certified GAAP Accounting Standards Professional
– Certified Financial Risk Management Professional
– Certified Merger and Acquisition Analyst
– Certified Tally 9.0 Professional
– Certified Treasury Market Professional
– Certified Wealth Manager

Big Data
– Certified Hadoop and Mapreduce Professional

Cloud Computing
– Certified Cloud Computing Professional

Design
– Certified Interior Designer

Digital Media
– Certified Social Media Marketing Professional
– Certified Inbound Marketing Professional
– Certified Digital Marketing Master

Foreign Trade
– Certified Export Import (Foreign Trade) Professional

Health, Nutrition and Well Being
– Certified Fitness Instructor

Hospitality
– Certified Restaurant Team Member (Hospitality)

Human Resources
– Certified HR Compensation Manager
– Certified HR Stafffing Manager
– Certified Human Resources Manager
– Certified Performance Appraisal Manager

Office Skills
– Certified Data Entry Operator
– Certified Office Administrator

Project Management
– Certified Project Management Professional

Real Estate
– Certified Real Estate Consultant

Marketing
– Certified Marketing Manager

Quality
– Certified Six Sigma Green Belt Professional
– Certified Six Sigma Black Belt Professional
– Certified TQM Professional

Logistics & Supply Chain Management
– Certified International Logistics Professional
– Certified Logistics & SCM Professional
– Certified Purchase Manager
– Certified Supply Chain Management Professional

Legal
– Certified IPR & Legal Manager
– Certified Labour Law Analyst
– Certified Business Law Analyst
– Certified Corporate Law Analyst

Information Technology
– Certified ASP.NET Programmer
– Certified Basic Network Support Professional
– Certified Business Intelligence Professional
– Certified Core Java Developer
– Certified E-commerce Professional
– Certified IT Support Professional
– Certified PHP Professional
– Certified Selenium Professional
– Certified SEO Professional
– Certified Software Quality Assurance Professional

Mobile Application Development
– Certified Android Apps Developer
– Certified iPhone Apps Developer

Security
– Certified Ethical Hacking and Security Professional
– Certified Network Security Professional

Management
– Certified Corporate Goverance Professional
– Certified Corporate Social Responsibility Professional

Life Skills
– Certified Business Communication Specialist
– Certified Public Relations Officer

Media
– Certified Advertising Manager
– Certified Advertising Sales Professional

Sales, BPO
– Certified Sales Manager
– Certified Telesales Executive

& many more job related certifications

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